

YUKON • NWT • NUNAVUT

moveuphere

TO CANADA'S TERRITORIES

The magazine designed to help
meet northern staffing needs



About *Move Up Here*

Getting staff to fill vacant jobs is an ongoing challenge for northern businesses, government, indigenous organizations and NGOs. Why is this the case? Well, there are a number of reasons.

Firstly, there just aren't enough people in the North. Secondly, people who live here and who have the needed qualifications are already employed. And thirdly, southern job seekers know very little about the North and what it has to offer and are a bit wary about making a move so far outside of their comfort zone.

So where does this leave us? With delayed projects, thwarted expansions, businesses closing their doors, and hundreds of unfilled northern jobs.

Most northerners agree that we need more people if we want to grow our economies, but where do we find these people? *Move Up Here* wants to help you find potential employees.

In the late 19th century “go west” was the call to help populate our western frontier. Today we want “move up”, to be the mantra that resonates with thousands of Canadians, and urges them to consider a move to the far North.

Mandate

- To present the North as a great place to work, live and play.
- To place your job openings in front of high potential employees across Canada

Purpose:

To help northern private and public sector employers fill vacant positions so they can be profitable, efficient and prepared to handle future expansion.



What will *Move Up Here* Provide

- Informative content about living and working in the North
- Descriptions of northern services: health, education, housing, recreation
- Awareness of the many job openings in the North
- Awareness of northern economic growth
- Quick access to more information on job openings
- Ability to zero in on high potential markets for new employees

How will *Move Up Here* do this?

- Publish a mini *Move Up Here* magazine 3 times per year: spring, summer, fall
- Print at least 30,000 copies of each issue.
- Post a digital, free version of the magazine online
- Post all jobs included in *Move Up Here* on the *Up Here* website jobs page (This website receives over 15,000 unique visitors each month, with over 80% being new visitors)
- Promote *Move Up Here* on *Up Here* social media platforms and in our weekly newsletter
- Place Facebook ads in targeted distribution markets



What kind of content will there be in *Move Up Here*?

- Articles about people who've moved to the north for a year and stayed a lifetime
- Service pieces. People won't consider a move until they know about northern health care, education, housing, transportation, recreation, taxation and more.
- Articles about the northern economy and the job market
- Lots of information about weather, distance, isolation, northern demographics and other perceived deterrents to a move north, countered by information on northern shopping, libraries, theatres in larger communities....and the challenges in smaller communities.
- And of course, your ads about public and private sector job openings. From skilled professional jobs, to entry level service jobs..... recurring employee needs, put before a much larger audience, and targeted to people most likely to respond to your type of needs.

What *Move Up Here* won't do

If you need an employee next week, *Move Up Here* can't help you. But if you have ongoing needs for tradespeople, miners, engineers, IT specialists, bookkeepers, and much more, we can help you attract applicants for ongoing openings.



***Move Up Here* Circulation**

Total print run:
30,000 COPIES

- 12,000 inserted into copies of *Up Here* magazine that are distributed outside the three territories, but within all provinces of Canada
- 18,000 copies distributed to targeted geographical markets that will change with each issue

** We aim to grow the circulation to 50,000 copies within a year or two, with your support.*

Bonuses for advertisers

1. All job openings advertised in *Move Up Here* will also be included on a new northern jobs page with links to your site. This page will be part of the *Up Here* site.
2. A Facebook advertising campaign to promote *Move Up Here* will be launched in each targeted geographical market as the magazine is being distributed.



How will we distribute *Move Up Here* to geographic targets?

Move Up will be distributed via Canada Post, using targeted, unaddressed mail. We can purchase an entire community (Thompson MB has 4500 addresses) or in the case of larger communities, specific postal walks, selected from Canada Post master maps. We can deliver to home owners or apartment dwellers, who may be more mobile.



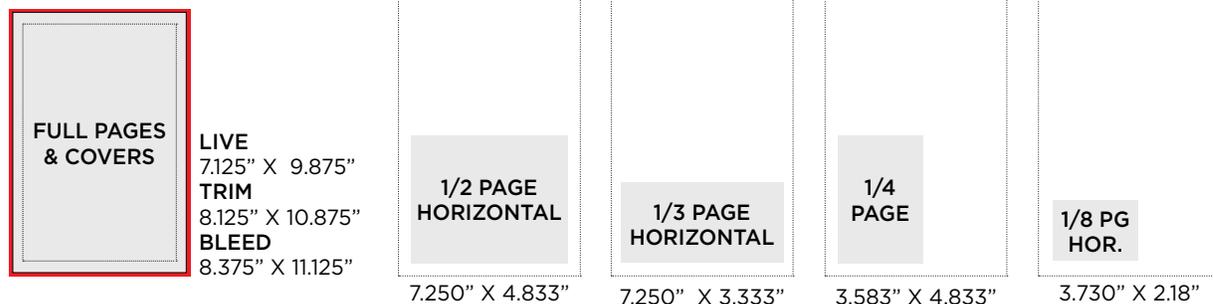
Advertising Rates

	ONE TIME	THREE TIMES
Full Page	\$3,000	\$2,500
Half Page horizontal	\$1,800	\$1,600
Third Page Horizontal	\$1,200	\$1,000
Quarter Page	\$ 850	\$ 750
Eighth Page	\$ 400	\$ 350
Classified	\$ 100	\$ 100

Purchase of any of the above except Classified also includes displaying your logo and job title on the Northern Jobs page of *Up Here's* website, and including a link to your current job opening(s).

Classified Ads

Classified ads, \$100 each, will also be available in *Move Up Here*. A classified ad includes **up to 40 words** of text plus a link to a more detailed job posting online, or an email address. Classified ads will not include corporate logos or other visuals.



LIVE is the area in which all text, logos and pertinent graphics must lie on the page.

TRIM is the edge of the page in the final magazine.

BLEED is the extra 1/8 inch around the page that must be printed before the pages are trimmed to their final size.



Tentative Distribution

We distribute 30,000 copies of each issue of *Move Up Here* to select provinces across Canada.

Twelve thousand copies are inserted into the copies of *Up Here* magazine going to Canadian destinations outside the three territories. The distribution of the remaining 18,000 copies is geared to the target markets of our advertisers. For example, if we have advertisers looking for people with mining experience, we'll distribute to smaller communities with active or recently closed mines. If we have advertisers looking for social work graduates for entry level positions, we'll target universities that offer social work courses.

You tell us who you would like to reach, and we'll do the research to make sure your ad reaches a pool of people who could have the skills and experience you are seeking.

March

Issue 1, Spring (issued in March)

Select communities in Alberta and British Columbia, Targeted University Campuses

**RESERVE BY: JAN 29
MATERIALS BY: FEB 3**

July

Issue 2, Summer (issued in July)

Select communities in Ontario

**RESERVE BY: MAY 28
MATERIALS BY: JUNE 2**

November

Issue 3 Fall/Winter (issued in November)

Select communities in Manitoba, Saskatchewan and Maritime provinces.

**RESERVE BY: OCT 1
MATERIALS BY: OCT 6**

Copies will also be made available for major recruitment shows across Canada, per advertisers' suggestions



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