

2021 Media Kit



The only magazine that celebrates the entire Canadian North. In print and online.

From the Yukon/Alaska border in the west to the east coast of Baffin Island. From Cape Columbia on Ellesmere Island in the far north to Sanikiluaq in Hudson Bay.

Contact: sales@uphere.ca

up here
THE VOICE OF CANADA'S FAR NORTH

8 things to know about Up Here magazine



Up Here was started in 1984



Up Here is produced by resident northerners



Up Here is the largest circulation publication in the North



Up Here is available in print or digital formats



Up Here is independently owned and operated.



Up Here celebrates all things northern and encourages interest in Canada's North.



Up Here is distributed in both southern Canada and internationally (57%) and to every community across the three northern territories (43%)



Up Here has won numerous awards including:

- Magazine Canada's prestigious Magazine of the Year award (2010)
- Western Canada's magazine award for best magazine (3 times)
- Magazine Canada's Gold Award for Best Special Interest magazine (2018)

We have readers in the North and south.

We know all our readers are interested in Up Here's northern content.

- Northerners because it establishes a sense of community across the entire North
- Southerners because they paid good money to subscribe or buy a newsstand copy of a magazine that is exclusively about the far north and all it offers

Some Facts about our readers*

68% have college/university or post grad degrees

53% have annual incomes of \$80,000 plus, with over half of that number earning over \$110,000 annually

Our readers range in age from 18 to 75+ with the majority in the 45 to 65 range

Our readers are well-educated travellers, adventurers, and northern aficionados

How our readers engage with Up Here*

57% read the entire issue including the ads and another 36% read at least 75% of each issue

36% visited an Up Here advertiser's website

34% indicated they planned to take a major vacation (\$8,000+) in the next year

67% ordered merchandise or services online in the past year. The top three items were airline tickets or travel experiences (63%), clothing (50%) and arts and crafts (23%)

Over 50% of respondents keep their copies of Up Here for a year or longer

** From a recent survey emailed to 500 Up Here subscribers*



Some survey respondent comments

Up Here is the most informative publication about the North

The magazine provides a fuller, wider view of our homeland

Up Here inspires me to travel North

I think Up Here should be mandatory reading for southern government and military officials who make policy decisions about the North

Up Here gives a well rounded and interesting view of our North and its peoples

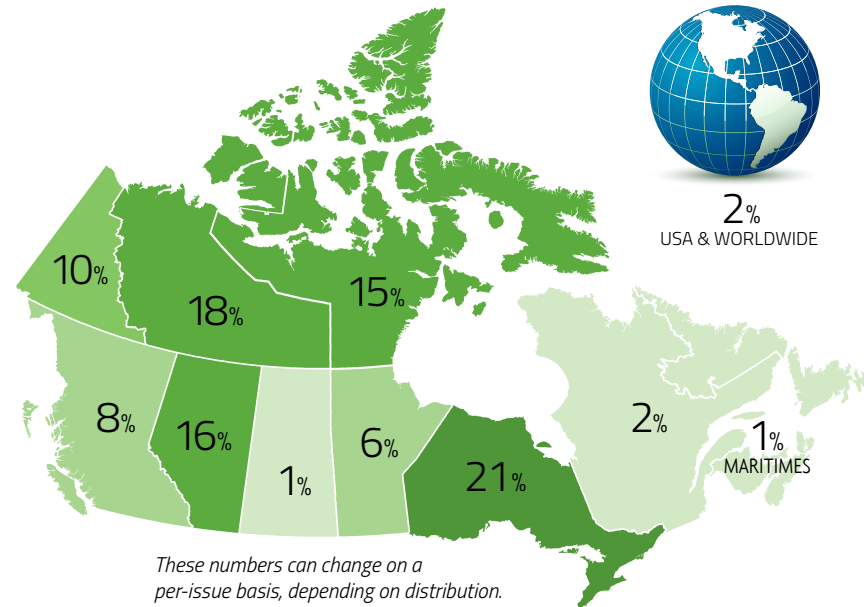


Readership Distribution

Part of our distribution varies with each issue as a result of special distribution to events, consumer and trade shows, and targeted promotions.

For example, we may insert the magazine in home-delivered copies of the Globe and Mail in Ontario for one issue, while for another we may target Alberta or BC audiences.

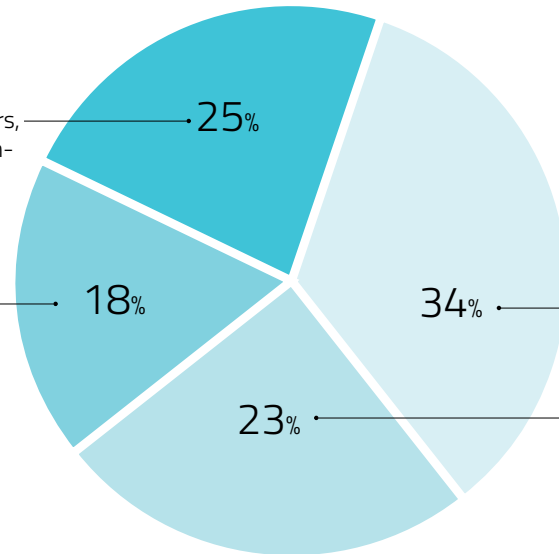
Considering an entire year, this is how the distribution looks geographically.



Magazine Distribution

Northern businesses and leisure travellers, local airlines, northern airports and southern travellers at Plaza Premium airport lounges and Via Rail lounges

* Targeted per issue distribution to consumer and trade shows, visitor centres, inserts in major newspapers and direct mail to specific locations



Targeted Circulation*

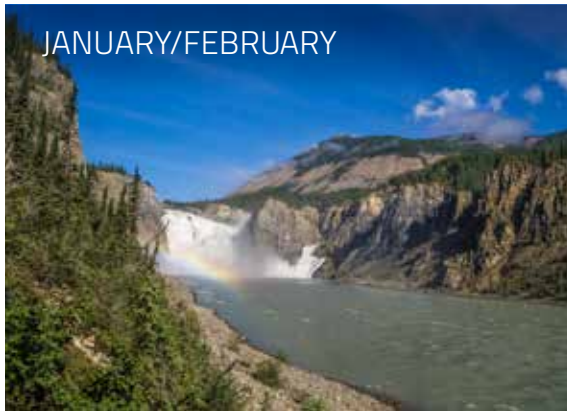
We have a special distribution plan for each issue. We aim to get the magazine into the hands of people who love the North as much as we do, and are interested in northern travel, arts, culture, lifestyle, current issues, history and much more

Print run: 25,000

NOTE: During COVID-19, we continue to distribute 25,000 copies but often via different channels. Distribution details are provided in advance of each issue.

In 2021 we will publish six issues, with each issue available on newsstands, at local airlines, in waiting rooms, and in subscribers' homes for two complete months.

JANUARY/FEBRUARY



TRAVEL

Reach out to your future customers, and your staycation locals in this over-sized annual travel issue. Tie your business to the lure, history and spectacular geography of the Nahanni River Valley. Listen in to the secrets of the North as told by some of our most experienced tour operators, hear the tales of our storied mountain peaks, and meet some of the North's most colourful characters.

Bonus: An assessment of our great northern paddling rivers by the tourism guides who lead expeditions on these rivers year after year.

Reservations: Nov. 30

Materials: Dec. 2

MARCH/APRIL



LEARNING

In this issue we ask who's tracking climate change across the North and what can we expect by 2050? Plus, we'll look at climate change through the eyes of a single polar bear in an interview with author James Raffan, and we'll investigate the fate of Beaufort Sea pingos. We'll also look at northern education - from teaching in the tiniest communities to building northern universities, to ways of stemmin the northern brain drain.

Bonus: A northern quiz book to test reader's knowledge of Canada's far north.

Reservations: Jan. 29

Materials: Feb. 3

MAY/JUNE



CONNECTIONS

We'll do a quick look back, but mainly we'll look at what it will take for the North to catch up to the connected world of our fellow Canadians. What do we need digitally? How are we fixed for ground, water or air connections? Residents in up to a dozen communities across the North, via self-shot photo essays, will connect our readers with a realtime look at their daily lives. Plus, we'll ask why northerners love social media, and who ranks as a northern social media stars.

Bonus: Current and past winners of the Sally Manning writing award for indigenous people.

Reservations: Mar. 26

Materials: Mar. 31



Each issue will include a selection of columns and northern voices that capture the excitement of living, absorbing and enjoying this northern world we call home.

JULY/AUGUST



HISTORY/CULTURE

In this issue we'll wander through the North's storied past one century at a time pointing out sites of historic or cultural significance. We'll also look at famous northern search and rescue missions and how technology could make them a thing of the past, check out the paddling team that tackled Great Slave Lake, find the oldest planes still flying northern skies, and look into the reasons why one northern diamond mine finally decided to invite visitors to its site.

Bonus: Map of some of the historic and cultural sites across the three territories.

Reservations: May 28

Materials: June 2

SEPTEMBER/OCTOBER



SHELTER

Since indigenous people were encouraged to move into communities, the north has always experienced a shortage of adequate housing for its growing population. In this issue, we look at some possible answers to future housing in the north. We'll also look at who's into house manufacturing here, the secrets to living comfortably off the grid, the effectiveness of mobile homes in the far north, and we'll give you a peek at some real northern "mansions".

Bonus: Arts special featuring a hunt for Inuit art displayed prominently around the world, the battle of the northern bands and the definitive list of books about the north by northern authors, past and present.

Reservations: July 30

Materials: Aug. 4

NOVEMBER/DECEMBER



PEOPLE

As usual, we lead this issue with *Up Here's* selection of *Northerner of the Year*. And starting this year, we'll introduce the "list of 10" people who made a difference in their communities. We'll also look at some notable individuals: the last reindeer herder in the western Arctic; the most famous Inuk in the world, the crew who spent Christmas icebound on a research ship in the Beaufort Sea.

Bonus: An introduction to 25 indigenous leaders who changed the North.

Reservations: Oct. 1

Materials: Oct. 6

Print Advertising Rates

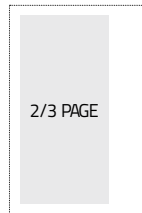
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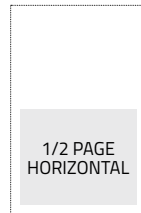
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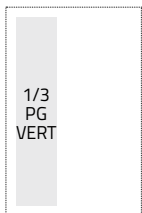
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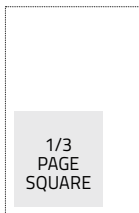
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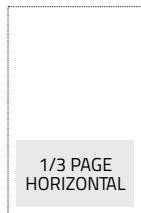
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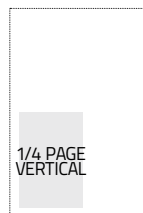
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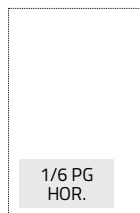
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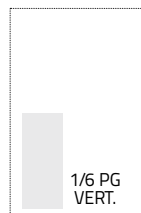
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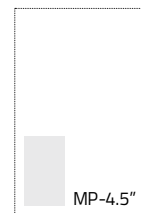
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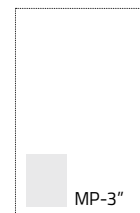
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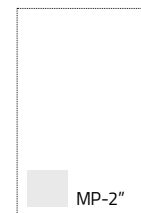
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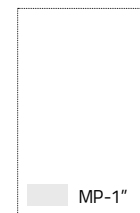
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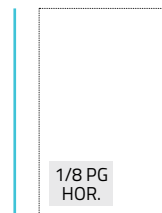
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2.333" x 1"



3.730" x 2.18"

PRINT RATES	Ad Size	1X	3X	6X
COVERS	Back Cover	\$5,000	\$4,700	\$4,400
	Inside Covers	\$3,700	\$3,550	\$3,400
DISPLAY ADS	Full page	\$3,100	\$2,950	\$2,800
	Double page Spread	\$5,700	\$5,550	\$5,400
	Two thirds page	\$2,400	\$2,300	\$2,200
	Half page Island*	\$2,150	\$2,050	\$1,950
	Half page Horizontal	\$1,950	\$1,875	\$1,800
	Half page Horizontal spread	\$3,800	\$3,650	\$3,500
	Third page horizontal *	\$1,600	\$1,500	\$1,400
	Third page square	\$1,300	\$1,200	\$1,100
	Third page vertical	\$1,300	\$1,200	\$1,100
	Quarter Page	\$850	\$800	\$750
	Sixth page vertical	\$650	\$625	\$600
	Sixth page Horizontal	\$650	\$625	\$600
MARKETPLACE	4.5 inch ad	\$525	\$500	\$475
	3 inch ad	\$400	\$375	\$350
	2 inch ad	\$275	\$250	\$225
	1 inch ad	\$150	\$140	\$130
BUSINESS DIRECTORY	Eighth page only	\$400	\$375	\$350
* only ad on a page				

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. **IMPORTANT:** LIVE, TRIM, AND BLEED dimensions must all be respected for ads that bleed to the edge of a page.

■ UP HERE 2021 MEDIA KIT CONTENT

The main topics covered in Up Here include:

NATURE AND SCIENCE



TOURISM AND TRAVEL



HISTORY AND CULTURE



ART AND LIFESTYLE



PEOPLE AND PLACES

