

Spring Is Coming: It's Time for New Ideas—and Big Ideas

Find out what's headed your way in the next issue of *Up Here Business* magazine

TOP STORIES

The Knowledge Economy Talk of new universities captures the northern headlines these days. They will open new doors for economic opportunities, no doubt. But what do we really mean when we talk about a new "knowledge economy?" If you go beyond the jargon and spend a bit of time with engineers, architects, economists—even elders—you might discover a lot of new opportunities already here.

Green Frontiers in Mining Technology doesn't sit still when it comes to mining—especially technology that promotes greener, more sustainable practices. In this issue of *Up Here Business*, we check in with companies working in the North about latest developments in green tech and technology that's on the horizon.

SPECIAL SECTION

The Money Book Cash. It's the life-blood of every business, especially when you're starting up or looking to expand. But where do you find it? The Money Book is here to help. It's a handy guide to financing sources—from government programs to the private sector. All the contacts you need at your fingertips!

Don't miss this issue

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PLUS

Every issue of *Up Here Business* is chock full of interviews, analysis and news. Our columnists offer sharp perspectives on economic issues of the day and provide news-you-can-use insights on issues of tax and business law.

You'll also meet newsmakers bringing exciting new ideas to the northern scene and entrepreneurs who'll share their tips on how to manage business challenges. You can even take a breather with our Day Off section, offering ideas and inspiration for those all-too-rare quiet moments.

Who's Reading *Up Here Business*:

- **Northern Entrepreneurs:** 3,000 copies of UHB are going to every business mailing address in Yukon, NWT and Nunavut
- **Southerners:** 3,500 copies will be distributed via inserts in select publications.
- **Influencers:** 2,000 copies will be distributed directly to northern politicians, sector organizations and civil servants in all levels of government.
- **Copies** are visible and available in high-traffic areas of Whitehorse, Yellowknife and Iqaluit.
- **Business Travellers:** COVID-19 notwithstanding, free copies are prominently displayed on racks in the Yellowknife and Iqaluit airports and at hotels and airlines.

A minimum of 12,000 copies printed of each issue. A digital version is also available.

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