

# 2021 is on the horizon— and not a moment too soon.

As the end of a very hard year comes into view, *Up Here Business* takes stock of the northern economy—and the way forward. You'll want to be there, too.

## **The State of the Northern Economy:**

2020 was a historic year—one most would rather forget—thanks to COVID-19. But we can now see a way past the pandemic and a return, if not to normal, at least a sense of normality. The question is: How do we set the stage for economic recovery and, beyond COVID, build the foundations of stronger, more diverse economies? *Up Here Business* magazine's cover package tackles the issues head on, featuring insight and analysis from top entrepreneurs and business leaders. They'll explore the challenges, opportunities and business ideas to build not only a post-COVID economy, but an economy for the future.

**The Word from the Top:** We check in with the North's three premiers for exclusive interviews on the leading economic issues heading into 2021—the COVID-19 recovery, economic diversification, attracting and promoting new investment, and much more.

**Our China Syndrome:** Shandong Gold wants to buy TMAC Resources, owner of the Hope Bay gold mine in Nunavut. Everybody is freaking out. Should a state-owned enterprise from China be allowed to own a vital piece of the northern economy? On the one hand, why not? Several Chinese firms are already invested in the North. Some of our largest mines are already owned by multinationals headquartered in other countries. Even Canadian firms invest globally. But then there's the politics of the situation. It's complicated. Finding the balance is a thorny question—one that leads to a whole other issue: Why aren't Canadian firms at the table?

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## **PLUS**

Every issue of *Up Here Business* is chock full of interviews, analysis and news. Our columnists offer sharp perspective 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 common 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 UHB:**

- **Northern Entrepreneurs:** 3,500 copies of UHB are going to every business mailing address in Yukon, NWT and Nunavut.
- **Business Travellers:** 1500 copies will be available on racks in the Yellowknife and Iqaluit airports
- **Influencers:** 2,000 copies will be distributed directly to Northern politicians, sector organizations and civil servants in all levels of government.
- **Southerners:** 5,000 copies will be distributed via inserts in select publications (e.g. Globe and Mail, other urban newspapers) and copies will be mailed to business influencers and federal politicians.

## **Don't miss this issue**

**Ad reservations:** January 22  
**Materials by:** January 26  
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**The North's most influential business magazine is your connection to the business and government leaders of today and tomorrow.**