

Don't Miss Our 2021 Mining Extravaganza!

Get out front with your message. Join UHB this fall as we dig deep into the Northern mining scene—and target the influencers in our leading industry

TOP STORIES

Northern Miner of the Year: We're not going to say who just yet. But think back over the past 12 months and consider which companies have ridden through COVID-19 intact, have a leading share price among their peers, and even managed to grow in the midst of a global crisis. If you haven't guessed already, the cover of our annual mining special issue will do the rest.

How To Do Better: Attracting mineral investment to the North has never been easy, but mining delivers results. We have more than a century of history to prove that. So, what are the barriers to drawing more investment to the North—and what can we do to reduce their impact in the name of building a world-class industry that is both sustainable and responsible?

Hi, Ho. Silver! Gold grabs the headlines, but the Yukon's silver story is gaining momentum with the resumption of mining in the Keno District under Alexco Resources. But this story is about more than the revival of a historic camp. It's about how that work is twinned with projects to remediate properties from long ago.

THAT'S NOT ALL...

Exploration Updates Where to find the current projects with the best shot at building the next generation of mines—and how their work is progressing.

Small is Beautiful Meet Sixty North Gold Mining Ltd. It's focused on the Mon gold property near Yellowknife—and proving that a project doesn't have to be big to be good business when you know how to get it done.

Rare Earths How Canada's fledgling industry is poised to grow... and where the North fits in.

WAIT. THERE'S MORE!

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 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 Up Here Business:

- Northern Entrepreneurs: 3,000 copies of UHB are going to every business mailing address in Yukon, NWT and Nunavut.
- Business Travellers: 1,000 bulk 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.
- Mining/exploration interests: 500 copies are mailed to southern companies involved in the Northern mining industry
- Conference and Trade Show Delegates: 1,000 copies will be distributed at business/sector conference and trade shows (as possible)
- Southerners: 3,500 copies will be distributed via inserts in home-delivered copies of the Globe and Mail and at sector related shows such as PDAC, Roundup and the Geoscience Forum.
- Copies will also be visible and available in high-traffic areas in Whitehorse, Yellowknife and Iqaluit.

To book your ad contact:

Ad reservations: Oct. 5
Materials by: Oct. 7
Release date: early November

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