



# 2014

media kit

**up here**  
**Business**

THE MAGAZINE OF CANADA'S ENTERPRISING NORTH

# up here Business

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## Delivering your targeted message

For four years, Up Here Business has been the authoritative voice of Northern business. It is the only publication devoted to covering the issues, challenges and triumphs of businesses in Canada's three territories. It is a comprehensive source of stories, statistics, and information for those with an interest in the NWT, the Yukon and Nunavut.

Up Here Business is committed to providing an intelligent, provocative monthly magazine that is timely, relevant, and balanced. It tells the stories that affect the business community, governments and aboriginal groups in the North. This year it was nominated for nine Canadian Business Press awards, and remains a trusted source of news and information for Northerners and Southerners.

The magazine gives readers compelling editorial coverage of the unique business communities in each territory by telling their stories through a range of voices from inside the mining, oil and gas, tourism, manufacturing and service industries.

## Contact

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*"A must-read."* Peter Vician, deputy minister  
NWT department of Industry, Tourism and Investment.

*"Up Here Business is one of the best publications in the NWT. It is engaging to read and a wealth of knowledge."* Jon Jaque, president, CasCom



## Circulation and Distribution

Each issue of Up Here Business is read by 30,000 readers. We specialize in tightly controlled, qualified circulation. Up Here Business reaches the decision-makers: It is delivered to selected businesses in the Northwest Territories, Nunavut, the Yukon, and Alberta, to key government officials both federal and territorial, and to presidents and CEOs in the mining, transportation, oil & gas, construction and service industries. Hundreds more readers find us on major newsstands across Canada, and our subscription list is growing.

As well, Up Here Business is the in-flight magazine for regional carrier Calm Air, and more than 1,500 copies are read each month by passengers on WestJet, Air Canada, Canadian North and First Air departing from Yellowknife airport.

We have had additional distribution at the following tradeshow and conferences:

Northern Lights	Nunavut Mining Symposium
PDAC	Nunavut Tradeshow
Start your Engines	Inuvik Petroleum Show
Prospects North	International Petroleum Conference
Mineral Exploration Roundup	Aboriginal Consultation
Yellowknife Geosciences	NWT Chamber of Commerce AGM
Yukon Geosciences	Aboriginal Business Conference

*"Up Here Business is a great combination of interesting info and Northern know-how, timely and pertinent to those doing business in the North. We supply it in all rooms in our small hotel. Our guests are usually consultants, government employees, and health or mining professionals working in Nunavut, and consistently ask if they can take copies home."*

*Page Burt & John Hickey*

## Editorial Calendar

### JANUARY

#### **The State of the Economies**

We examine the territorial economies on the macro scale, what's up, what's down, where are things heading. We'll also look at the territorial tax regimes. How much do they collect, and what goes back to business?

#### **Filling the labour gap**

We'll look at the state of foreign hiring in the North: who hires, what support systems are there, how do government policies help or hinder? Plus, the Yukon Federation of Labour reported complaints from temporary migrant workers in the Yukon. What came of those claims?

#### **The Day after Tomorrow**

What would the NWT do if all the mining disappeared? This story will examine unexploited niche industries, tourism and the endless possibilities of telecommuting. BC's transformation into a post-resource economy is well underway. So is Ontario's. This story would be a roadmap for a post-resource North, a document that Northern policy-makers could keep in a box labeled "Break Glass in Case of Mining Downturn."

Profile of Guy Pemberton, president of Dowland Construction

AD CLOSE: December 3, 2010

MATERIAL DUE: December 10, 2010

ON SALE: January 1, 2011

### FEBRUARY – SCIENCE AND TECHNOLOGY

#### **Science North**

We look at the role of science and technology in the North. The Yukon leads with its innovation centres. Cambridge Bay now has the High Arctic Research Centre. What else is being done to encourage science and technology?

#### **Top 10 digital performers**

We profile 10 leaders in the Northern digital economy.

#### **Sorry, all circuits are busy**

This story will examine the status of Northern telecommunications. How do our rates compare to Southern jurisdictions? Is poor service holding back industry? What projects are in the works to forge better connections?

#### **Profile of Jeff Philipp, SSI Micro**

He's worked all over the world and developed leading-edge technologies to deal with vast geographies. Plus, he runs a club-like workplace and has a devoted following of employees.

AD CLOSE: January 2, 2011

MATERIAL DUE: January 7, 2011

ON SALE: February 1, 2011

## Editorial Calendar CONTINUED

### MARCH – EMPLOYMENT AND TRAINING

#### **What will the mines need?**

We talk with the mines of today and tomorrow to get an idea of their labour force needs, then talk to the mine training societies and colleges to see what's being done to meet them.

#### **The skilled trades**

Why is it so difficult to find people and retain them? What are the territories doing to get people to fill jobs? We'll spend time on the Inuvik-based mobile trades training unit, which brings training to communities across the Beaufort.

#### **Becoming a research hub**

We spend a week at Yukon College, soaking up what it is they do, who they help, what projects are there, and how they involve – or could involve – local businesses. We crunch numbers on the economic benefits and ask what more needs to be done.

#### **Top Young Entrepreneurs**

Profiles of the North's most impressive young entrepreneurs.

AD CLOSE: February 1, 2011

MATERIAL DUE: February 4, 2011

ON SALE: March 1, 2011

### APRIL – MINING

#### **The modern prospector**

A profile-driven piece looking at the continued importance of prospectors to come up with promising plays. This story will look at the effects of recent funding and other policy changes, and compare the various levels of support provided by the three territories.

#### **Roundup of the big projects**

Which ones are advancing? Gahcho Kué, Howard's Pass, Hope Bay, NICO, Meliadine, Baffinland, Avalon, Prairie Creek? This story will address their contributions to the territorial economies.

#### **Servicing the mines**

What opportunities are there for wholesalers and service companies? The story will feature advice on how to get contracts with the mines.

Interview with the new president of NWT Power

AD CLOSE: February 25, 2011

MATERIAL DUE: March 4, 2011

ON SALE: April 1, 2011

## Editorial Calendar CONTINUED

### MAY - CONSTRUCTION

#### **16 Big Projects**

We profile 16 of the biggest projects in the North.

#### **Workplace safety**

The diamond mines are national leaders in workplace safety, but others are falling down. In June, the Yukon Workers' Compensation Health and Safety Board started naming companies, supervisors and workers who violated the territory's safety regulations. The idea: to mitigate the Yukon's dismal on-the-job fatality rates, and to encourage all-around better safety policies. And the WSCC in the NWT and Nunavut has added "safety" to its name and changed its emphasis from a compensation group to a safety group. We tell the story behind the safety issues, with an emphasis on how to make things better (including the successful introduction of COR certification in the NWT).

#### **Happy Trails - newest roads and railways**

A round-up of planned, hoped-for or under construction roads and railways: The Manitoba-Nunavut road. The road to Juneau. The road to Tuk. The extension of the White Pass railway. A highway up the Mackenzie. This story will look at their impact on the economy of a specific region in real dollars.

AD CLOSE: March 25, 2011

MATERIAL DUE: April 1, 2011

ON SALE: May 1, 2011

### JUNE - OIL AND GAS

#### **Going offshore**

Russia, Greenland and Alaska are all leagues ahead of Canada on offshore oil and gas development. What are they doing right? What are they doing wrong? Where do things stand with our resources in the Beaufort?

#### **The MGP**

We bring you the latest on the project that, not too long ago, looked to be the future of the NWT economy.

#### **A glimpse of our oil and gas future**

Roundup of existing oil and gas production across the three territories, and of the prospects.

#### **Top 10 ideas to make the North a better place to do business**

We solicit ideas from 10 of the North's business leaders.

AD CLOSE: April 29, 2011

MATERIAL DUE: May 6, 2011

ON SALE: June 1, 2011

## Editorial Calendar CONTINUED

### JULY

#### **Sourcing contracts**

The NWT government was criticized last year for its sloppy use of sole-source contracting. But just how bad is it, and which GNWT departments are the biggest culprits? This story will include a look at the situation in the Yukon and Nunavut.

#### **Look who's coming to visit**

Now that Canada is on China's approved destination list, what is being done to bring tourists from that country to the North? We'll ask operators about the potential for Chinese visitors in all three territories, and examine market expansion generally. How do we attract visitors from Germany, Japan and the United States?

#### **Profile of Holland America**

They have created a closed loop system, owning the boats, the buses and the hotels. What does the company mean to the Yukon, and what more could the territory do to keep some of the profits local?

AD CLOSE: May 27, 2011

MATERIAL DUE: June 3, 2011

ON SALE: July 1, 2011

### AUGUST

#### **How much for freight?**

In a tradition dating back to the Gold Rush, local stores have blamed freight charges for high prices. Then Wal-Mart showed up and their prices suggested that freight actually wasn't that big of a deal. From mines to dollar stores to gas stations, this story would examine what long distances actually do to the bottom line. This will include a look at what we do differently in the North because of freight costs.

#### **Build your franchise**

They put a Tim Hortons in Kandahar before they put one in Iqaluit. This will be a how-to piece for opening a franchise. It will speak with the "pioneers" who brought McDonalds, KFC, Boston Pizza, Tim Hortons and M&M Meat Shops to the North, and to officials in the head offices. Is it risky to extend your empire North of 60?

Profile of Fred Carmichael, president of the Gwich'in Development Corporation.

AD CLOSE: June 24, 2011

MATERIAL DUE: July 1, 2011

ON SALE: August 1, 2011

## Editorial Calendar CONTINUED

### SEPTEMBER

#### **What if the North seceded?**

If we cut all ties to Ottawa, what would happen? Would we survive without transfer payments? How would it change control of our natural resources? This story will examine exactly how much federal money goes towards supporting the North, and whether we can live without it.

#### **On the set**

We examine film industry policies in the territories, offer critical analysis of what is being done and the potential economic benefits, and make comparisons to other film hotspots. The story will look at local, national and international filmmakers and their contributions.

Profile of Neil Hartling, Nahanni River Adventures.

AD CLOSE: July 29, 2011

MATERIAL DUE: August 5, 2011

ON SALE: September 1, 2011

### OCTOBER – ABORIGINAL BUSINESS

#### **The reclamation business**

Aboriginal companies are winning many of the clean-up jobs. We look at what has been awarded, and what's left to be done. This will include the contribution of these jobs to the territorial economies.

#### **Northern business in seven days**

The writer will hit as many Northern communities in one week as possible, writing about how they are faring. (Say, Baker Lake, Rankin, Yellowknife, Fort Simpson, Norman Wells and Inuvik) The story will show the effects of new projects and existing industries, with the goal of showing how things connect and contrast.

Profile of the new president of Tlicho Investment Corporation

AD CLOSE: August 26, 2011

MATERIAL DUE: September 2, 2011

ON SALE: October 1, 2011

*"Great value for the dollar that targets our unique Northern operations in a first class publication."*

*John Virtue, Toromont Industries*

## Editorial Calendar CONTINUED

### NOVEMBER – MINING

#### **Locking up the Peel**

It's a classic tale: Conservationists want to preserve a wilderness area, miners want to exploit it. This story will look at what resources are in the Peel, how much eco-tourism it supports, and what the Yukon stands to gain (or lose) by closing the door to development.

#### **Extreme mining**

Many Canadian mining companies are choosing to brave wars and civil conflict in the Congo, Afghanistan and Iraq rather than invest in the resource-rich North. What should we be doing to win Canadian resource companies over to our territories. This will include a comparison of the regulatory bodies in the three territories – YESSA, MVLWB/MVRB and NIRB, and examine the different levels of responsibility due to settled land claims and devolution.

#### **Where will the next mines come from?**

A look at the North's mining prospects.

#### **Profiles of three kings of the mining industry**

Shawn Ryan, Dawson's prospector king. He found the mother lode after an obsessive 15-year search. What do you do after you've found El Dorado? Plus somebody from each of the NWT and Nunavut.

AD CLOSE: September 30, 2011

MATERIAL DUE: October 7, 2011

ON SALE: November 1, 2011

### DECEMBER - THE BEST OF THE NORTH

In this special issue we bring together the best and brightest of Northern business, with stories featuring our Entrepreneur of the Year, our Top Northern Employers, and the winner of our Young Entrepreneur Award. We have a host of other honours to deliver, and will recognize all of the recipients at the first annual Up Here Business Best of the North gala early in the month.

#### **Year in Review**

A look back at the best and worst of the year in Northern business.

#### **Arctic Opulence**

The days of outhouses and tin shacks are coming to an end. More and more, Northerners and Southern visitors alike are demanding a slice of the finer things. High-end restaurants, four-star(ish) hotels, dog grooming stores. We seek out the possibilities and the pitfalls of this growing market.

AD CLOSE: October 28, 2011

MATERIAL DUE: November 4, 2011

ON SALE: December 1, 2011

## Rate card (NET) Effective December 1, 2010

	1 issue	3 issues	6 issues	9 issues	12 issues
Full Page	2940	2835	2780	2730	2625
Double Page	5440	5330	5270	5220	5040
OBC	4460	4350	4280	4200	3780
IFC/IBC	3570	3465	3415	3310	3050
2/3 page	2300	2205	2150	2100	1890
1/2 page island	2075	1995	1890	1785	1575
1/2 page	1940	1865	1760	1655	1445
1/3 page	1180	1100	1050	1000	945
1/4 page	890	865	840	790	735
1/6 page	760	735	710	680	615
1/8 page			450	425	375

Website	Rotating ad
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Rock (300x250)	750
Banner (468x70)	500
Button (120x90)	150

*When accompanied by a display ad.*

### Terms and discounts

All advertising subject to Canadian goods and services tax unless exemption number accompanies order. A service fee of 2% per month (24% per annum) is charged on overdue accounts. First time advertisers are required to pay up front by closing date for their first advertisement. Frequency rates are offered only with signed contracts listing specific issues and received by first closing date. Visa or Mastercard accepted. (Note: Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.)

## Advertising sales and material deadlines

### JANUARY

AD CLOSE: December 3, 2010  
MATERIAL DUE: December 10, 2010  
ON SALE: January 1, 2011

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## Unique opportunities

Up Here Business is an effective, efficient advertising vehicle. Below are some unique opportunities to gain additional exposure.

**CORPORATE PROFILES:** Highlight your company's expertise and success in a distinctive format. Includes a 300-word profile (prepared by our writer to your specifications), a colour photograph and your corporate logo. You will receive 50 complementary copies.

**CUSTOMIZED ADVERTORIAL:** Tell the story of your organization, introduce a new service or product, or showcase an important milestone (past, present or future). Up Here Business will work with you one-on-one. Choose from 4, 8, 12 or 16 pages.

**APPOINTMENT AND HONOURS:** Does your company or organization have an employee you'd like to recognize? Acknowledge them in Up Here Business.

**INSERT OPTIONS:** are available and offer you a cost-effective way for you to deliver your message to our targeted audience.

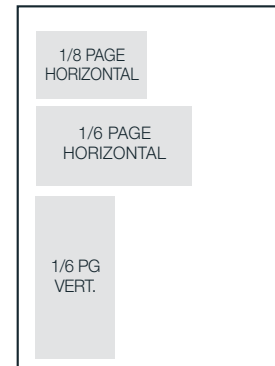
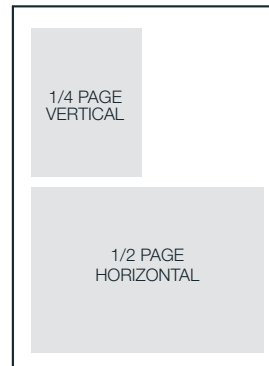
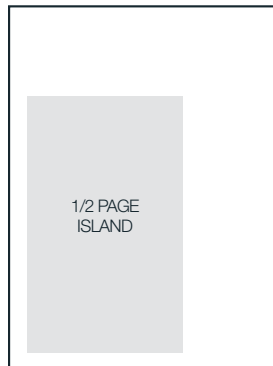
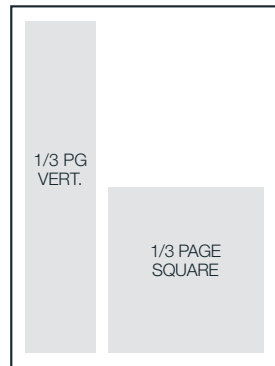
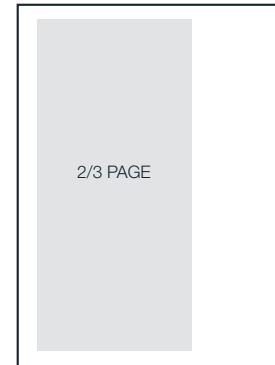
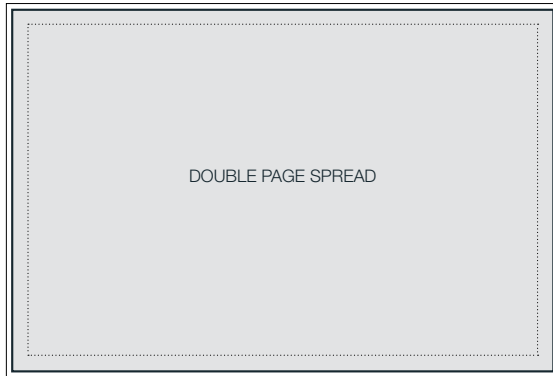
**OUTSERTS:** Ask us about our polybag opportunities. Your brochure, catalog or direct mail piece can be delivered to our readers.

**BELLY BAND:** Wrap your message around the cover of the magazine. Only available with purchase of a display ad – minimum size ½ page island.

**TIP-ON-INSERTS:** Removable tip-ons are available. Only available with the purchase of a full page ad.

We would be happy to discuss and quote on any of the above opportunities with you.

## Advertising specifications



**Double page spread:**

Live 16" x 10"  
Trim 17" x 11"  
Bleed 17.25" x 11.25"

**Full page spread**

Live 7.5" x 10"  
Trim 8.5" x 11"  
Bleed 8.75" x 11.25"

**2/3 Page**

4.8125" x 9.875"

**1/2 Page Island**

4.8125" x 7.625"

**1/2 Page Horizontal**

7.3125" x 4.8125"

**1/3 Page Vertical**

2.3125" x 9.875"

**1/3 Page Square**

4.8125" x 4.8125"

**1/4 Page Vertical**

3.5625" x 4.8125"

**1/6 Page Horizontal**

4.8125" x 2.3125"

**1/6 Page Vertical**

2.3125" x 4.8125"

**1/8 Page Horizontal**

3.5852" x 2.33"

## Mechanical specifications

In order to achieve the best quality possible, material must be delivered on time. This allows for sufficient time to check material and ensure that it meets specifications, and will reproduce accordingly on-press. We cannot accept any files created in office software packages. This includes word processing, spread sheet or presentation software including Power Point, Microsoft Word or PC applications such as CorelDraw, PhotoPaint, or MS Publisher.

### **Mechanical Requirements**

All ads must be sent as high-resolution PDF's (PDF X-1a:2001), or as Mac TIFF/EPS files, with all fonts embedded. Do not send Quark Xpress/In-Design files. Format conversions will be billed at \$90.00 per hour.

### **File Image Resolution**

300 dpi and used at 100%

### **File Delivery**

Email: [accountrep@uphere.ca](mailto:accountrep@uphere.ca). Please STUFF or ZIP your files to avoid corruption during delivery.

Disk: CD-ROM. Clearly label your files, proof, CD/emails with your name and contact information.

FTP: if you wish to FTP your ad files, it is imperative that you email [<accountrep@uphere.ca>](mailto:accountrep@uphere.ca) to let us know the name of your file. Contact your sales representative for your user name and password.

### **Inserts and Special Sections**

Supplied inserts, gatefolds, business reply cards and other special units are available on a limited basis. Please call for a quotation. Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.