

above & beyond

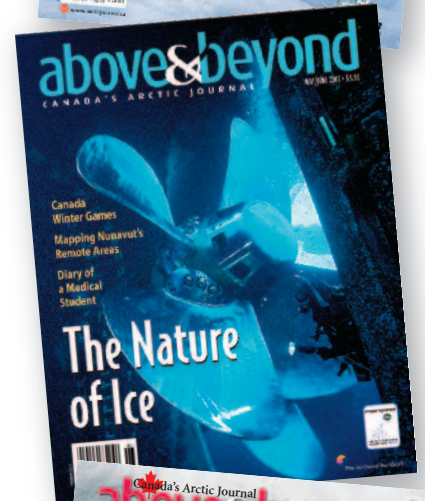
CANADA'S ARCTIC JOURNAL

is northern living on display!



CANADA'S ARCTIC JOURNAL

publishes a highly visual and informative perspective on northern living every 2 months. Over the span of 24 years the magazine has gained an enthusiastic following across the North, in southern Canada, on distant shores, and on board all First Air flights.



Never has life in Canada's Arctic been more dynamic and exciting

Advertising in *above&beyond* is an exceptional opportunity for you and your business to access our diverse readership. A readership that is enthusiastic, active, and fully engaged in exploring all the fascinating aspects of what is, today, the most talked about region of Canada.

READ BY MORE

- Key decision-makers
- Business and government executives, managers and corporate commuters
- Inter-community travellers
- Northern tourists

SEEN IN

- More northern communities
- More major southern centres

DISTRIBUTION

Airlines (Inflight) 8,800

Airlines (Other) 700

Northern Communities 3,500

Gov/Bus/Sub Mailing 3,000

Canadian Newsstands 1,300

Promotions & Marketing 700

TOTAL 18,000 COPIES BI-MONTHLY
AVAILABLE ONLINE @ arcticjournal.ca

Contact Doris Ohlmann

(613) 257-4999

Email: doris@arcticjournal.ca

PRINTED ON:



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fibre

www.fsc.org Cert no. SGS-COC-003284
© 1996 Forest Stewardship Council



1-877-2ARCTIC
www.arcticjournal.ca

The popular
Inflight Publication
for Inuit-owned

FIRST AIR
The Airline of the North

Net retail advertising rates

PLACEMENTS/YR	1	2	3	4	5	6
Full Page	3130	2950	2830	2700	2620	2500
Inside Covers	3580	3390	3270	3150	3000	2900
1/2 Page Island	2000	1920	1860	1800	1740	1680
1/2 Page Horizontal	1820	1780	1700	1610	1550	1500
1/3 Page Vert/Hor	1350	1300	1250	1200	1160	1120
1/3 Page Square	1200	1140	1100	1050	1000	970
1/6 Page Vert/Hor	730	680	630	590	530	500
Banner (6 issues required)						580

Rates net retail with reductions based on frequency.

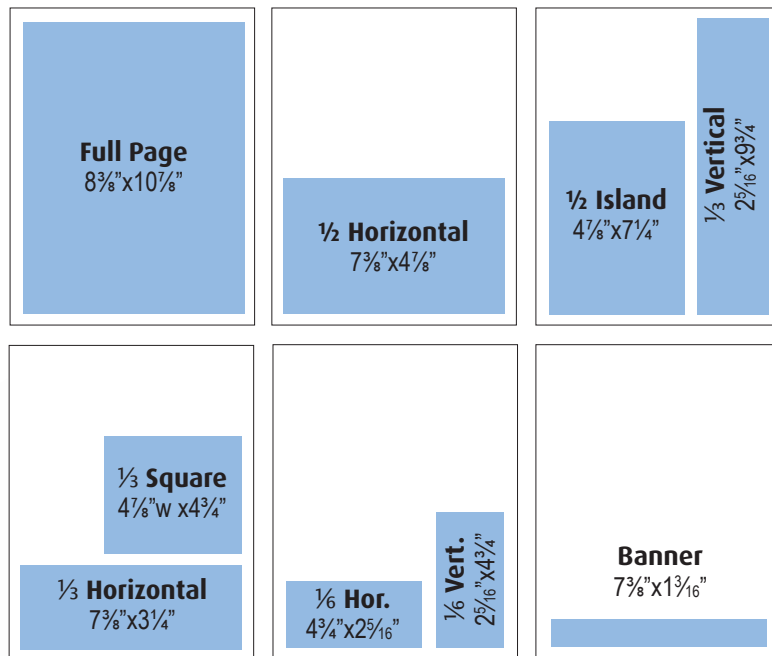
Production charges quoted at booking.

Guaranteed page placement — please add 10%.

Advertisers booking 6 consecutive issues receive
FREE hyperlink in our online edition

All other online edition hyperlink advertiser requests \$100 per placement.

Terms net 30. Applicable taxes extra. Visa or MasterCard accepted.
 Prepayment for first-time advertisers may be required.



ADVERTISING DEADLINES 2012

Issue	Bookings	Materials
JAN/FEB	November 25, 2011	December 2, 2011
MAR/APR	January 24	February 3
MAY/JUNE	March 23	April 5
JULY/AUG	May 22	June 5
SEPT/OCT	July 23	August 7
NOV/DEC	September 24	October 5

PAGE SPECIFICATIONS

Trim Page	8 3/8" x 10 7/8"
Bleed Page	8 3/4" x 11 1/4"
Double Page Spread	17 1/4" x 11 3/4"

MATERIAL REQUIREMENTS

Files accepted by email, FTP upload or on DVD and CD. High resolution, fonts embedded PDFs. Please include necessary art and font supports and hard-copy or PDF proof. Digitally supplied images, PDF files, and support media require a minimum output-to-size resolution of **300DPI**.