

A&B

ABOVE&BEYOND – CANADA'S ARCTIC JOURNAL



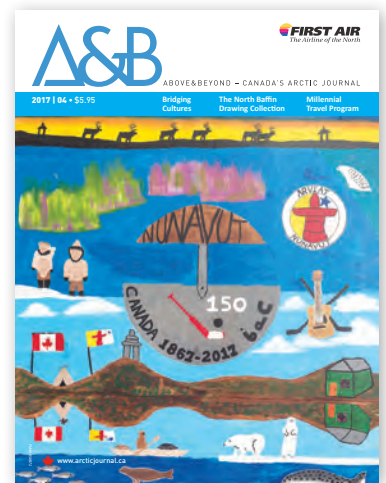
CANADA'S ARCTIC JOURNAL

publishes a highly visual and informative perspective on northern living every 2 months. For over 25 years, the magazine has gained an enthusiastic following across the North, in southern Canada, on distant shores, and on board all First Air flights. *above&beyond* is the official inflight magazine for First Air, which flies over 225,000 passengers per year.



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. Our readership 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

- Northern communities
- Major southern centres

DISTRIBUTION

Airlines (Inflight)	7,000
Northern Communities	2,700
Gov/Bus/Schools/Sub Mailing	2,300
TOTAL 12,000 COPIES BI-MONTHLY	

VIA OUR WEBSITE AT www.arcticjournal.ca

DIGITAL ONLINE EDITION issuu.com/Arctic_Journal

The popular Inflight Publication for Inuit-owned First Air
Fly the Arctic

PRINTED ON:





TO BOOK SPACE CONTACT

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MATERIAL REQUIREMENTS

Digital ad art files for submission are accepted by email or approved file-transfer media. Files or PDF ad art must have a full size output resolution of 300dpi minimum with all fonts, art and photo supports embedded. Full page ad art should include crop marks and bleed allowances when applicable.

2018 ADVERTISING RATES

Rates net retail. Discounts for multiple insertions.

Prices are per issue. (2 months)	1	2	3	4	5	6
Back Cover	4030	3830	3710	3600	3380	3300
Inside Covers	3580	3390	3270	3150	3000	2900
Full Page	3130	2950	2830	2700	2620	2500
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

(Guaranteed position or page placement – please add 10% to rates.)

Online web ad [300 pixels wide x 180 pixels high] \$475/month.

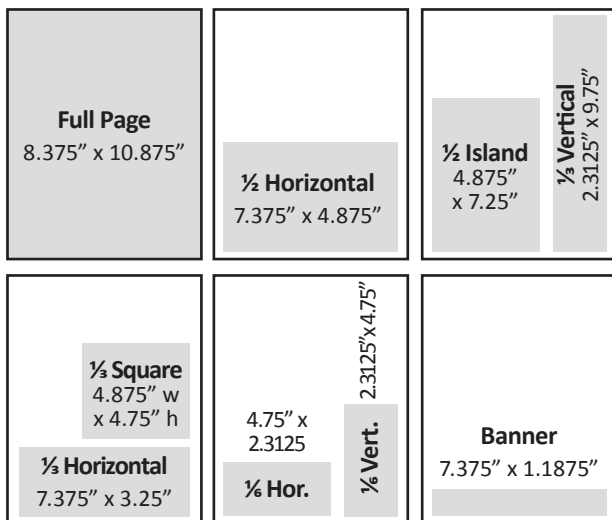
For advertisers booking 6 consecutive issues, online web ad is \$275/month.

(web art required 5 business days in advance of online posting date)

Production charges quoted at booking.

Terms net 30. Applicable taxes extra. Visa accepted.

Prepayment for first-time advertisers may be required.



ADVERTISING DEADLINES 2018

Issue	Bookings	Materials
JAN/FEB '18	November 17, 2017	November 24, 2017
MAR/APR '18	January 19	January 26
MAY/JUNE '18	March 16	March 23
JULY/AUG '18	May 18	May 25
SEPT/OCT '18	July 20	July 27
NOV/DEC '18	September 21	September 28
JAN/FEB '19	November 16, 2018	November 23, 2018

PAGE SPECIFICATIONS

Trim Page

8 3/8" x 10 7/8"

Double Page Spread

16 3/4" x 10 7/4"

Bleed Page

include 0.25" bleed all around