

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 the Airline of the North, which flies approximately 230,000 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
The Airline of the North

PRINTED ON:





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TO BOOK SPACE CONTACT

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2017 ADVERTISING RATES

Rates net retail. Per placement reductions based on frequency.

Placements/Year	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 [300X180 pixels] \$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 or MasterCard accepted.

Prepayment for first-time advertisers may be required.

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.

<p>Full Page 8.375" x 10.875"</p>	<p>1/2 Horizontal 7.375" x 4.875"</p>	<p>1/2 Island 4.875" x 7.25"</p> <p>1/3 Vertical 2.3125" x 9.75"</p>
<p>1/3 Square 4.875" w x 4.75" h</p> <p>1/3 Horizontal 7.375" x 3.25"</p>	<p>4.75" x 2.3125"</p> <p>1/3 Vert. 2.3125" x 4.75"</p> <p>1/3 Hor.</p>	<p>Banner 7.375" x 1.1875"</p>

ADVERTISING DEADLINES 2017

Issue	Bookings	Materials
JAN/FEB '17	November 18, 2016	November 25, 2016
MAR/APR '17	January 20	January 27
MAY/JUNE '17	March 17	March 24
JULY/AUG '17	May 19	May 26
SEPT/OCT '17	July 21	July 28
NOV/DEC '17	September 22	September 29
JAN/FEB '18	November 17, 2017	November 24, 2017

PAGE SPECIFICATIONS

Trim Page

Double Page Spread

Bleed Page

8 3/8" x 10 7/8"

16 3/4" x 10 7/4"

include 0.25" bleed all around