

Issue 10, February 15 – May 14, 2007

FREE – Take One

urban animal

...connecting you with your inner (city) animal...



**Would You Feed it
to a Dog? (or Cat)**
What's in Your Bowl?



Snakes Alive!
Should Reptiles be Pets?



**Sydney's
Wild World**
Real Urban Animals!



PLUS Things Every Bird Companion Should Know • Dogs & Cats - Close Up of a Pet Photographer
Balance Your Fish's Environment • House Bunnies are Happy Bunnies • Laugh, Love, Play
Outdoor Cat vs Indoor Cat • Get Crabby and much more!

urban animal

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Our Editorial Policy

We are a cross pet magazine which celebrates pet lifestyle of all species with their human companions and guardians. Our editorial is professionally produced internally and by established writers. We do not do 'advertorial'—placing stories or items in exchange for advertising. Editorial is not provided, promised or otherwise used as an inducement or reward for advertising. All of the editorial material within is either produced by the publishers and staff or syndicated from other sources, but not from advertisers.

Editorial Submissions

We welcome editorial submissions and story proposals from established and credible writers so long as they are not associated with any commercial enterprise or other product/service. Please contact our Managing Editor Lisa Treen to propose articles if you are the writer at lisa@urbananimal.net. We assume no responsibility for unsolicited materials.

Our Advertising Policy

We do not accept ads from pet junk food products—foods that are unhealthy or of dubious quality or questionable ingredients.
We do not accept ads for products or practices that can harm, cause pain or injury to animals—this would include shock collars, electronic containment fences and dangerous toys or other products—or negatively affect them.
We do not accept ads from breeders of animals for sale—the 95% of good breeders don't need to advertise as they have waiting lists while the 5% of backyard breeders or puppy mills would use us for their overstocks.
We will accept ads from pet shops that carry livestock so long as they are either a PIAA member or conform to appropriate standards in the display, care, sale and warranty of animals sold.
We do not do 'advertorial'. We do not trade products for advertising, run competitions, feature products, services or otherwise exchange editorial coverage as either a reward or inducement for advertising.

Our Advertising Rates, Dates and Details

For the convenience of potential advertisers, our rates, deadlines and information for submitting artwork are clearly outlined on our inside back cover and also on our website at <http://www.urbananimal.net/advertise.html>. If you wish to receive an expanded rate card with further information on our distribution or testimonials from present and past advertisers, call Phil Tripp on (02) 9557 7766 or email topdog@urbananimal.net.

We do not discount rates, do special deals nor accept product or services as barter for advertising. Trade discounts to certified ad agencies apply as do multiple insertion contracts. We offer a 10% discount to charities & non profits.

Calendar of Events—Furry Festivities

Please send local pet-friendly announcements to critters@urbananimal.net as far in advance as possible. We are unable to accept any submissions within three weeks of our publication dates (November 15, February 15, May 15 and August 15) and can only consider those that fall within the issue dates.

Press Release Submissions

Send any press releases to Managing Editor Lisa Treen at lisa@urbananimal.net or by fax to (02) 9557 7788. We will consider them on their merits as they relate to our editorial ethics and content.

Photo Submissions

We prefer not to receive photos or images by email unless we are asked permission to receive them and are told in advance, their size (in Kb or Mb) format & content. We're happy to receive images on disc or transparency by mail.

Product Submissions for Review

We accept products for review two months or more out from our publication dates. Shipping and return is the responsibility of the product provider and should pickup not be arranged in a timely manner once notified, the product will be donated to an appropriate pet organisation or shelter.

It is our policy not to arrange competitions, giveaways, sampling, endorsement or other sponsorship of goods or services.

Distribution

We distribute free at 400+ pet stores, vets, groomers, boarding kennels, shelters, and pet-friendly businesses as well as pet events within the Sydney region (bordered in an arc by Newcastle to Katoomba to Wollongong) which are all outlined by suburb on our website <http://www.urbananimal.net/outlets.html>.

We welcome requests for copies from outlets that maximise exposure to the pet community. If you want to be an outlet, there is no charge for being included in our regular runs and being added to our site. Regrettably, we can't supply free copies to locations outside of our area but may be able to arrange special shipments for special events or other situations

Letters to The Editor & Feedback

We don't publish letters to the editor as our policy but we welcome feedback, suggestions, criticism, bouquets and brickbats either by email at critters@urbananimal.net, by fax on (02) 9557 7788 or by mail to Urban Animal Letters, 20 Hordern St., Newtown NSW 2042

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Who we are and why we do it?

You see a picture of both of us being hugged by a python, but something is missing here. Our editor and my partner Lisa has left this issue's message to me since the day it was due, her mother suddenly passed away and I decided to speak for both of us and let her grieve. We're not a major multinational publisher, not even a large national one! So when tragedy strikes, we all pull together as a family and do what we can.

Her mother's passing also left behind a dog, bird and fish tank which required rehoming. It comes at a time of year just after great joy with families during Christmas and summer holidays, but also a time when the puppies, kitties, bunnies and other pet presents become disposable. It's sad when someone passes away and their beloved animal companions face an uncertain future. But it's unforgivable to acquire a baby animal and turn it into the equivalent of another used toy or an easily outdated entertainment unit.

Lisa and I have always had a plan for the continued care and rehoming of our fur and feather children in unlikely case both of us perished and we intend to inform our readers in the next issue of how to tackle this. We know our readers appreciate our taking on tough topics rather than fluff and we are often inspired by our own life challenges to create the content which produces an immense reaction to Urban Animal by our readership.

As you know, we're not an advertorial sort of magazine like you often see on newsstands that use editorial as an inducement or reward for advertisers by regurgitating press releases or pimping their brands to readers in exchange for giveaways, contests or revenue. After our last issue's somewhat controversial piece on pet treats—which gave us the most positive reaction ever from readers—we decided to analyse the whole area of pet food brands of the premium, superpremium, 'ultra' premium categories and those with claims of being 'holistic', 'gourmet' or simply 'a complete diet' in a can, roll or pile of kibbles.

Due to time and space limitations, we have had to split this into two instalments over this and the May issue and the results you'll find quite arresting. It starts with the pet food companies who were happy to put their foods forward for nutritional analysis and even testing. And of course, those major brands that decided it wasn't in their interest to participate. We're not trying to be 'Choice' magazine but to serve our readers equally well and give them an informed choice of their own.

With this issue, we temporarily added a new sort of pet to our pack of dogs and flock of parrots when we went to our house over the summer in Coffs Harbour. 'Petula', or Pet for short, is a resident three metre long carpet python which yielded some revelations from our time with her as you'll see by the story.

Spending a month and a half in Coffs with our pair of parrots and Dalmatian duo, we had to deal with a range of challenges including making up new tags to reflect the new address and phones; choosing the formulation to prevent flea and especially tick problems; bush threats from predators and poisons; having to change feeding habits due to supply problems and discovering some wonderful new pet stores and products!

Having the dogs in the water meant continuously throwing and fetching while the birds flapped in the strong breezes at our holiday home on the balcony during the day, keeping a watchful eye for hawks, eagles and pythons.



Phil Tripp and Lisa Treen

In this issue, we cover critters with two stories on the easy to care for hermit crabs and equally carefree rabbit raising. We plan to write about other pets in future issues, having been approached by friends of ferrets, parents of pot-bellied pigs and even donkey doyens.

We also continue with the series on fish culture and after having added the slippery little suckers to the new tank, diving into keeping their environment free from pollution, maintaining the chemical and nutrient balance.

You may notice another thing missing in the Urban Animal picture in this issue. Fewer pages than the summer issue. Due to fewer ads during this tough time of year to put a magazine together, we shrank this issue from 48 to 36 pages, rather than not coming out as another magazine did last year at this time. But we'll still have 40,000 issues in 400+ outlets.

The reason for fewer pages is fewer ads due mostly to the Christmas holidays and summer season playing havoc with ad agencies, art houses, client commitments and the beginning of a new budget year. We'd been promised quite a few more ads but products not getting through the docks, labelling issues, art delays and releases being put back made us respond to the economic times much the same as any publication this lean time of year. Since we're free, we refused to bulk up size by giving away free ads, discounting to death or slipping in advertorial as a deal.

We hope you'll forgive any typos that pop up or gremlins that creep in as we put this issue to bed. We've put a lot of love into it and kept it fun through a trying time.

But we come out for our tenth issue on time and despite the traumas, we're as fun and sassy as ever and happy to have you, our readers and also our loyal advertisers to thank for keeping our life force vibrant.

Phil Tripp – Urban Animal Magazine Publisher



Save Roger

from a short life
in smoke filled bars
singing bad karaoke
for his supper!

Yes! I want to help Roger quit having to sing ABBA songs and bad cover versions of New York, New York. I'll subscribe to Urban Animal for a year for \$20 & will receive 3 copies of each issue starting with the next one (May 15, Aug 15, Nov 15, 2007 & Feb 15, 2008)

Yes! I'll do even more! I'd like to give a gift subscription for \$20 and have the money go to getting Roger a vocal coach for Avian Idol.

But There's More! I'll contribute to Roger's Retirement Fund by purchasing the following back issues of Urban Animal for \$5 each

#9 (Nov 2006) #8 (Aug 2006) #7 (May 2006)
 #6 (Feb 2006) #5 (Oct 2005) #4 (July 2005)
 #3 (April 2005) #2 (Jan 2005) #1 (Oct 2004)

Tick box(es), complete the following form & mail it to the address below

Total amount enclosed (Subscription and/or back issues)

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Phone (in case we need to reach you)

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Or enclose a cheque for your choices to Urban Animal, 20 Hordern Street, Newtown NSW 2042