

Issue 15, May 15, 2008 – August 14, 2008

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Are You Getting Clipped or Ripped?

What If Your Pet Outlives You?

Big Black Dog Syndrome

Boredom Be Gone

Beds and Blankies

Missing in Action

Come! Sit! Stay!

Clicker Training

Cat Personality

Wine Dogs

& more...

urban animal

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20 Hordern Street, Newtown NSW 2042
Ph: (02) 9557 7766 Fx: (02) 9557 7788 E: critters@urbananimal.net Web: www.urbananimal.net
Publisher: Phil Tripp topdog@urbananimal.net
Managing Editor: Lisa Treen lisa@urbananimal.net
Subeditor: Paul Everett
Design and Layout: Mark Berry mark@urbananimal.net
Staff: Anita Zagami & Chris Berschet
Contributors: Trudi Thorpe, Melissa Catt, Adam Gordon, Alex Rosenwax, Michelle Heald, Mary Woodward, Brad Kollus and Nick Craine
Cover Photography: By Danielle Lyonne (Animax) Cover Models: James Al-Packer & Chelsea the Dachshund through Party Animals Mobile Farmyard 0408 407 262 & Alpaca Magic (02) 6230 3311

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 only accept ads from pet shops that sell live animals that we have personally visited and we believe on inspection conform to the highest standards of pet care, marketing, warranty & responsible pet ownership education.
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 (February 15, May 15, August 15, November 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 Street., Newtown NSW 2042

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Who we are and why we do it

Lisa and I were lucky enough to travel together to the Global Pet Expo in San Diego, which she covers in this issue. It's mind-blowing to see such a huge trade-only event with about 1000 stands and 12,500 people roaming a venue the size of eleven football fields, but it was great to meet up with so many Australian pet industry professionals there, including several of our advertisers.



Phil Tripp with Jackson and Roger

Not only did we view how much the pet industry is growing, we also visited a number of pet stores throughout the US to see the evolution of pet retail from LA to Phoenix, Las Vegas, New Orleans and Austin. Contrast this with my trip to Bora Bora in Tahiti where there are 8000 people and more than 4000 dogs! You'd be hard pressed to find a pet shop on that island and there are only one or two vets. Dogs everywhere, especially at night around the roads, most with crooked tails, many limping and hardly a 'designer dog' among them—they all looked like they were from the same clan. And of course, most had been abandoned after the puppy phase and were having to fend for themselves, so none looked overfed.

Our pets don't know how lucky they are and sometimes I don't think we realise our fortune at having such a great variety of pets, products and services as well as top quality vet care on top of grooming and boarding facilities. Add to that a great local government that has the vision and courage to open up more leash-free areas as well as a state government that is tackling many tough issues regarding companion animals and you'd agree we truly live in the Lucky Pet Country.

We sometimes get criticised by animal rights activists that we don't help them out in spreading their party line about banning the sale of pets, saving the bears, freeing the chooks and liberating lambs, much less fighting Japan over whales and tackling the elephant issues. Well, our magazine was created to celebrate pet lifestyle, entertain, inform and educate without preaching or using shock tactics and keeping the content light, tight and bright without gory photos and horrific stories. We leave those for social issue magazines, tabloid TV and shock-jock radio show, of which there are many.

We must be doing something right because we've grown steadily, attracted more advertisers, run out of copies sooner and increased the number of subscribers greatly. Last year's May-August issue was 36 pages, this one is 52. The same issue last year had 40 ads, this one well over 60. Our website traffic has exploded. We still print 40,000 copies and have never varied from our ethical advertising and editorial policies, which you can see on the other page.

In that same time, three other pet mags rolled over and died—Bark Australia, Adore Animals and most recently, the newsstand title Doggy Deals passed after six issues—while no new ones have sprung up. We pioneered free pet press in Australia and proudly lead the pack. But what counts the most is you, our readers. Thanks for loving us!

Phil Tripp - Urban Animal Magazine Publisher

Brought to you by the letter 'D' and the numeral 2.

At a prominent place on our front entrance is a sticker meant to alert emergency personnel that there are pets inside. The sticker has been at eye level for a number of years now. Marked clearly is a tick and the numeral 2 in both the dog and bird boxes with the lettering 'Please Save Our Pets'.

I see this sticker every morning on my return from my dog-walking activities. For six months it bothered me because Jerri was no longer with us. We had become a one-dog house and seeing the numeral 2 made me realise that in the unlikely event that our place would be going up in flames, a team of firefighters would see this sign, crash their way through the burning building, grab the birdie boys and liberate Lilly. But those firefighting heroes would be stumbling around my house looking for a dog that was no longer with us. I couldn't bear the thought of someone being injured in a desperate and fruitless search for a dog that remained very real in my thoughts but was no longer on this Earth.



Photo by Animax

Being a two-dog household just feels right to me. So it wasn't a huge emotional decision to get a puppy. What did take time was sourcing the right breeder and from there waiting it out until a litter was produced and the right puppy came into our home. Scooter has been an absolute joy right from the start. With his distinctive black eye patch and his sweet nature it's been relatively easy bringing up the pup.

The most asked question I've had from people who know us personally or through the magazine has been "How's Lilly getting on with him?" And the answer is, perfectly fine; in fact, better than fine, she loves him. They play endless games of tug, lounge around together and share toys and treats. Lilly's not too far removed from being a puppy herself, so she's tirelessly devoted herself to entertaining Scooter.

The second most asked question comes from people who don't know us at all and it's always about Scooter. "What's he crossed with?" or "Is he full Dalmatian?" and the other pearler is, "Did you get him cheap because he's a dud?" It's understandable really as he's a little unusual looking. These questions aren't offensive to me, they're more annoying, like a stone in your shoe. It's annoying like the people who insist on the incorrect spelling of DalmatiOn. Just because you can Google DalmatiOn does not make it the correct spelling, nor are there two ways of spelling Dalmatian. There's only one correct way and there's never an O in there.

Pet peeves aside, it really is lovely being back to a two-dog household. Puppies are loads of work but they're really lovely to have around and even the bleakest of days are made brighter by a wriggly, wormy pup. I'm enjoying having two dogs to greet me, two dogs watching me in the kitchen, two sets of walks in the morning and two sets of leads and collars at the door. And I'm also happy to see that emergency sticker with two sets of the numeral 2.

Lisa Treen - Urban Animal Editor

So you think you can dance, Scooter?

Scooter has the music in him but he needs help achieving his dream to be a doggie dancer.

Subscribe to Urban Animal and you can help Scooter get moving.

Yes! I want to help put Scooter through dog dance school. In some small way I know that Scooter will be on the way to learning the Salsa, Swing, Tango, Samba and Jive. **\$20**

Yes! I want to give a loved one a gift subscription for 1 year starting Aug 15, 2008. **\$20**

In some small way I know this kind gift will keep on giving as it will help Scooter develop his own dance style. My gift will assist Scooter to learn how to krump, hip hop and do the jerky Boot Scooter Shuffle.

Special Gift! Receive all our previous 15 editions, plus a subscription for a three issue pack of the forthcoming issues, 16-20. **\$100 including GST & postage**

Yes! I wish to purchase the following back issues of Urban Animal for **\$5 each**:

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Photo by Animax

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