

# 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](mailto: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 cause pain or injury to animals, or that can negatively affect them. This would include ads for 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 & 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](mailto: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](mailto: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](mailto: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/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](mailto:critters@urbananimal.net), by fax on (02) 9557 7788 or by mail to Urban Animal Letters, 20 Hordern Steet, Newtown NSW 2042

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