

Singapore bird, you're a great way to fly

Photos by Urban Animal

Singapore has long been a stop-over destination for travellers. It's a little country en route to bigger places like Europe. Singapore's a location to relax, re-fuel, re-load and do a little shopping before heading onto your final destination. Back in December, 2004, Singapore was host to two unusual visitors who unwittingly chose it as a stop-over. Two Himalayan Griffon Vultures were found trying to re-fuel in the middle of Orchard Road, Singapore's bustling shopping and business district. The vultures had strayed from their normal breeding territory in Central Asia and were found weak, hungry and in desperate need of medical attention.

Lucky for these two unexpected immigrants, they had a world-class bird park close by that could give them immediate medical treatment, sustenance, supervision and ultimately a safe haven. Jurong Birdpark is situated about ten minutes from the city centre on 20 hectares of lush tropical grounds. At last count there are over 610 different bird species and the total number of birds exceeds 9,200. Opened in 1971, it is one of the largest bird parks and has a well earned reputation for its efforts in conservation and exhibiting birds in naturalistic, wide-open settings.

Its breeding programs have seen species saved from the brink of extinction. The rare Balinese White Minah is one such species that has been successfully bred under supervision at the park with breeding pairs recently released into their natural habitat.

An active breeding program is undertaken by Jurong's Breeding and Research Centre. It has 110 breeding aviaries for individual pairs of birds and is supported by a nerve centre comprising nurseries, laboratory,



egg incubation room and a food preparation room. Over 60 endangered species have bred at the park.

Many species don't need the park's breeding program and manage to breed on their own. The park's Senior Manager, Raja Segran, explains, "We've tried to replicate the natural habitats of the birds so that they can thrive and breed. We observe them in their enclosures and leave them to get on with nature. If they're good 'housekeepers', we just leave them alone and they do what comes naturally."

Raja has worked at the park for over 29 years and has seen Jurong grow and evolve into the facility that it is today. Enclosure doesn't really describe the various areas of the park accurately. Enclosure sounds like a small space, a pen or somewhere an animal is corralled. At Jurong the various areas are large, expansive spaces where the birds freely fly. The 'Lory Loft' is a purpose built walk-in aviary that provides visitors with 360 degrees of elevated views of rural landscape, planted with hundreds of Australian native plants and trees. Here visitors can get up close to the colourful and rambunctious inhabitants-Lories from Australia, Indonesia and Papua New Guinea. It's a wonderful display of colour and noise as these happy residents flutter around the giant enclosure.

Jurong's Waterfall Aviary is home to a vast collection of birds mainly from Africa. Visitors can stroll through the rainforest inspired landscaped garden to view the world's largest manmade waterfall. Friendly African Grey parrots perch alongside starlings and bee-eaters in this magnificent garden containing over 10,000 exotic plants.

Another walk-in aviary, Jungle Jewels, recreates the South American rainforest with various birds including tanagers, finches and honeycreepers. Located beside the aviary is the Hummingbird Gallery that displays hummingbirds in individual aviaries. With their iridescent plumage, the hummingbirds are the main highlight of the exhibit.

Jurong also has daily bird shows that are designed to educate and entertain. The Birds of Prey show features kites, vultures, eagles, hawks and storks. It's a free flight show where the birds swoop over and through the audience. Trainers are on hand to answer questions about the different varieties of birds after the show and visitors are encouraged to have a closer look at these superb hunters. Raja explains that all the birds get free flying time even if they're not in the show. "It's important that they get exercise and stimulation like they would in the wild. We also make them work for their food just as they would in the wild."

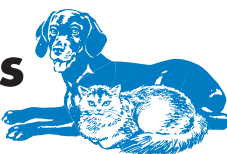
The threat of the bird flu is one that the staff of Jurong take seriously and all birds are health checked regularly. Minerva Bongco is a curator at the park and tells us that the park has 'Sentinel Chickens'. "They're just common chickens that are positioned all through the park. Generally ill health will show up in a chicken before other species of birds, so the chickens are like our canaries in the coal mine. Some visitors to the park are confused as to why there would be common chickens throughout the park, side by side, with all these other exotic birds and we have to explain their role. They're working birds, not really for display."

Jurong has the world's largest collection of Southeast Asian Hornbill and South American Toucans. Here these colourful birds perch and nest in their comfortable and spacious aviaries. The destruction of their natural habitat has led to a steady decline in the Hornbill population. It is one of the aims of the park to breed these rare and endangered birds.

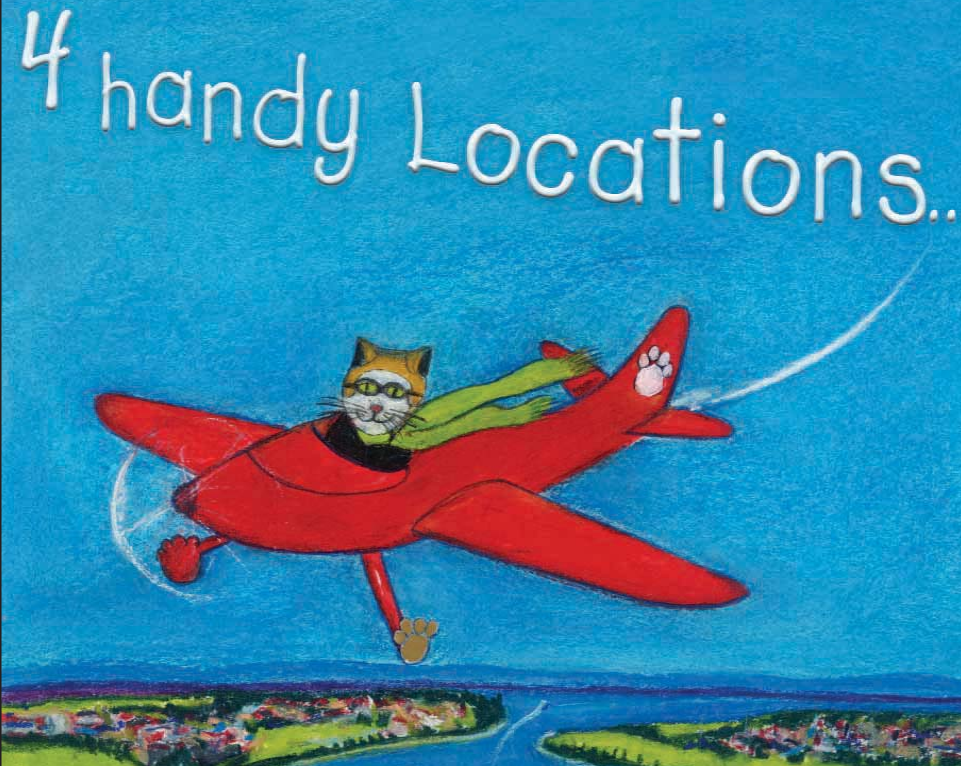
Strolling through this glorious park, you can't help wonder if those vultures devised a cunning plan to steer off course so that they could end up at Jurong.

Jurong Birdpark. 2 Jurong Hill, Singapore 628925. www.birdpark.com.sg

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Advertise with Urban Animal

January 31, April 30, July 31 & October 31, 2006.

Advertising Opportunities

Because of our cross-media strategy of a free print 'on-the-street' & online presence, our advertisers benefit from a synergy that attracts the greatest possible reach to a well-educated and affluent audience. Our website at <http://www.urbananimal.net> & <http://www.urbananimal.net.au> & the print magazine are a great marketing mix for:

- Pet Food Manufacturers & Specialty Foods
- Pet Retailers & Pet Stores
- Healthcare & Nutrition Products
- Pet Toy & Specialty Products
- Veterinarians & Pet Health Providers
- Pet Boarding & Minding Services
- Pet Training/Exercise Services
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- Animal Art & Photography
- Pet Fashion
- Pet Safety & Enclosures
- Pet Publications & Book Suppliers
- Pet Events & Entertainment
- Pet Insurance & Medical Plans
- Pet Accessories & Frivolities

Advertising Shapes and Sizes

Full Page

(26 x 38cm)

Mono \$2400

1 colour \$2600

2 colour \$2750

Full colour \$2850



Half Page Vertical

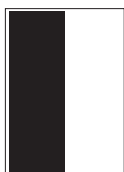
(13 x 38cm)

Mono \$1500

1 colour \$1700

2 colour \$1850

Full colour \$1950



Quarter Page Vertical

(13 x 18.5cm)

Mono \$900

1 colour \$1100

2 colour \$1250

Full colour \$1350



Sixth Page Vertical

(8.5 x 18.5cm)

Mono \$750

1 colour \$950

2 colour \$1100

Full colour \$1200



Eighth Page Rectangle

(13 x 9cm)

Mono \$500

1 colour \$700

2 colour \$850

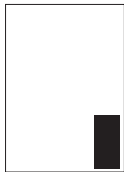
Full colour \$950



Twelfth Page Vertical

(6 x 12.5cm)

Mono Only \$350



Distribution

40,000 copies delivered free quarterly to a mix of over 300 venues where pet owners congregate, obtain products or services and take their pets. Primary venues for free pickup are:

- Pet stores
- Veterinary clinics
- Grooming and minding services
- Boarding kennels
- Animal shelters & rescue facilities
- Pet events (such as council pet days, Pet Expos and trade shows)
- Pet training operators
- Pet mobile services
- Inner urban and suburban cafes and restaurants that attract pet owners

All ads that appear in the print version of Urban Animal also appear in the web version.

The primary distribution is to Sydney and its suburbs stretching as far as Newcastle to the north, Wollongong to the south and in an arc west to Katoomba.

Junior/Bastard Half Page

(19 x 26cm)

Mono \$1750

1 colour \$1950

2 colour \$2100

Full colour \$2200



Half Page Horizontal

(26 x 18.5cm)

Mono \$1500

1 colour \$1700

2 colour \$1850

Full colour \$1950



Quarter Page Horizontal

(26 x 9cm)

Mono \$900

1 colour \$1100

2 colour \$1250

Full colour \$1350



Sixth Page Horizontal

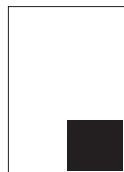
(13 x 12cm)

Mono \$750

1 colour \$950

2 colour \$1100

Full colour \$1200



Eighth Page Horizontal

(26 x 4cm)

Mono \$500

1 colour \$700

2 colour \$850

Full colour \$950



Twelfth Page Horizontal

(12.5 x 6cm)

Mono Only \$350



10% Loading Right Hand Page

Artwork Deadlines

For the January 31, 2006 edition artwork is required by January 15th, 2006.

For the April 30, 2006 edition artwork is required by April 15th, 2006.

For the July 31, 2006 edition artwork is required by July 15th, 2006.

For the October 31, 2006 edition artwork is required by October 15th, 2006.

For Art Submissions

Contact: Mark Berry

p. (02) 9557 7766

e. markb@immedia.com.au

All artwork must be supplied as per the exact sizes above.

We accept electronic artwork - JPEG or PDF ONLY.

Fonts must be included, embedded or outlined if a PDF is supplied.

High Res 300DPI file.

Absolutely NO Microsoft Word documents please.

Discounts

10% for 2 insertions

20% for 4 insertions

For Bookings

Contact: Phil Tripp

p. (02) 9557 7766

e. topdog@urbananimal.net

Or for more information visit our website at

<http://www.urbananimal.net> &

<http://www.urbananimal.net.au>



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Ate my
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