

Issue 11, May 15 – August 14, 2007

FREE – Take One

urban animal

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



Would you feed it to your pet?

The canine and cat chow crisis



Dogumentary

Animax petographer
Danielle Lyonne



What's in store for your pet store?

PLUS Tid Bits; Cuisine de Critters
Modern Manners; Prêt-à-Paw-ter; Consumer Watchdog
Toxic Toys; Creature Comforts; Not a Tall Tail Tale
Cats and Kids; Harvey's on the Nose
Come! Sit! Stay!; Pet Reads
and much more...



urban animal

Published Quarterly by ONYA! Pty Ltd ISSN 1832-1542 ABN 28 056 115 881

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

Design & Layout: Mark Berry mark@urbananimal.net

Staff: Michelle Padovan, Danielle Hartmann, Anita Zagami

Contributors: Trudi Thorpe, Melissa Catt, Adam Gordon, Alex Rosenwax, Nick Craine, Brad Kollus, Andrea Cooper, Michelle Heald, Gary James

Cover Photography: By Danielle Lyonne (Animax)

Cover Models: 'Cooper' - Miniature Pony owned by Susan Pintos & Grand Champion Amasa Celtic Conan 'Conan' - Great Dane owned by Deby Norquay

Dharma the Cat: By David Lourie

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 'advertising'—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

Published Quarterly (November 15, Feb 15, May 15, August 15,) with a circulation of 40,000 free copies. All content, advertising rates & info also appear on our website www.urbananimal.net

Proudly produced on Apple Computers. Printed by Rural Press. Distributed through IMMEDIA! Pty Ltd.

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passionate about pets

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Who we are and why we do it?

It's an interesting juggle between what readers want, what advertisers expect and what the industry demands, so being publisher is a delicate balance. In the end, our first loyalties are to our readership to deliver a credible publication which they can believe in. Our second goal is to treat all advertisers fairly with equal treatment in pricing and placement. And finally, our responsibility to the pet industry is to have integrity and not pander to any pressure.



Phil Tripp with Jackson and Roger

So it was interesting in our last issue when we did the story on reptiles which provoked reaction from one distributor, about nine retailers and one supplier of frozen rats. We took a stand that at this point in time, we could not back the push from the Pet Industry Association of Australia (PIAA) and certain retailers who stood in line to cash in on the sale of reptiles in pet shops. Rather than go into the issues here, I'll refer you back to our previous issue.

Though we were threatened by a small circle of pet industry cronies with being banned from retailers and one distributor who now refuses to deal with us, in the end, their bluff was called and we actually increased the number of outlets we have, got the respect of a lot more readers and didn't really lose sleep over it. We did benefit from the dialogue we had with concerned retailers and industry members and did not suffer any damaging retribution.

We also learned some things about reptiles. One thing is that it is not appropriate to give live food to snakes, for example. Even subdued creatures can still bite or lash out as they are being fed causing injury to the reptile, there is a potential for passing on parasites or infections in feeding and handling. Plus, we were told it is actually illegal to feed live animals to other animals. However, in checking with the RSPCA and the NSW Department of Primary Industries, Department of Environment & Conservation and National Parks and Wildlife, none could actually confirm that this act is against the law. But whatever the case, we do not endorse it, even though three retailers we contacted to buy a mouse, a rat and a guinea pig with the specific purpose of using them as live feed not only didn't tell us it was illegal, one tried to 'supersize' us with a bigger prey animal.

And finally I can share the last minute crisis that occurred when an advertiser who booked the back cover of the last issue delivered an ad for shock collars and electronic containment devices which we strictly don't allow. Our choice. But it was delivered on the last possible day, an hour or so before Lisa was to leave for New Zealand for her Mother's funeral. We had to refuse close to \$4000 to run it and substitute another ad which turned out to be uproariously funny to look at. See the last issue's Supercoat ad on the back.

I'm not complaining, just sharing. We take a lot of pride in our publication, produce it on time and 40,000 copies through over 400 outlets. We share the love of animals we have with you and thank you the readers and our valued advertisers for your support.

Phil Tripp - Urban Animal Magazine Publisher

Hard to believe but we've had Lilly for two whole years. When we picked up that little Dalmatian pup, I didn't think she was very good looking. Cute, yes, but not pretty, not like Jerri. Sounds shallow, I know, but that was my initial thought when I saw the photo of her.



Lisa Treen

So much can change in two years. Take this morning for example, it started with taking Jerri to the park and we now only do one slow lap as due to her heart murmur, her fitness level has declined. Then it's a more brisk walk with Lil where she sits at every curb and is let off once we get into the park grounds. It's a joy to watch her dart around, still puppy-like with that crazy Dalmatian energy. She's quite the social butterfly too, playing with anyone who can be bothered with her. This morning's social coterie included a Doberman, two Schnauzers, one Golden Retriever, two Staffys and a small fluffy thing of indeterminate origin.

Then we played our morning game fetch where I toss a one-legged Squeaky Monster so many times I'm beginning to think tennis elbow will be in my future. After a few rolls in the grass we take another brisk walk back to the office. Shortly after getting into the office, the doorbell rang and we greeted a photocopy repairman. We have so many visitors, deliveries and door traffic that Lilly is instructed to 'go to her mat'. It's an area away from the front door where she sits and waits until instructed to leave and greet or just stay depending on the visitor.

So why am I telling you about a seemingly mundane morning? Well two years ago this would have been totally different. For starters Lilly was afraid to walk down the street, she cowered and was almost catatonic in noisy traffic. She also had fear aggression to other dogs, so to see her now play with dogs-familiar and unfamiliar-is so heartening.

She's come a long way and I'm often asked what made the change in her, or when that change occurred. I can honestly say that it was gradual and took little steps in breakthroughs with her. Walking has been made easier through the use of a special head collar. A special 'walk only' toy to play with at the park like Squeaky Monster has made wide-open spaces a fun place to be. Basic clicker and consistent training has been essential to her development. An invaluable asset has been the guidance of Trudi and Julie from Doglogic. Their advice and practical training knowledge has given us the tools to understanding her behaviour and working to modify it.

But mostly it's been patience and a strong desire for her to be a happy, healthy and seemingly normal dog. I joke that she's a heat-seeking missile for love. She's always around the office extracting cuddles from staff and visitors. But it's not just her that's come a long way, it's me. I've learned so much and have had the benefit of the community that this magazine has developed. Plus when I look at Lilly, I now realise just how gorgeous she really is.

Lisa Treen - Urban Animal Editor

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

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<input type="checkbox"/> #8 (Aug 2006)	<input type="checkbox"/> #7 (May 2006)
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Or enclose a cheque for your choices to Urban Animal, 20 Hordern Street, Newtown NSW 2042