

Issue 12, August 15 – November 14, 2007

FREE – Take One

# urban animal

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



## How do you Choose What Your Pet Chews?

What food is best for your pet?



## The Importance of Fish Nutrition

Understand your fishes' needs



## A Journey to Broome

Pet painter Helen Norton



### PLUS

Cat Play  
Dog Sense  
Small Wild Cats  
Life at the End of the Leash  
Are Your Pets Making You Sick?  
Lessons in how to be a Sexy Beast  
Snoopy - The Worlds Most Loved Dog  
The Search for Pet-Friendly Real Estate  
*and much more...*

# urban animal

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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](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 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](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 (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](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 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](mailto: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](http://www.urbananimal.net)

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## Christmas is Coming!

We are once again doing Christmas themed photoshoots at select locations throughout Sydney.  
For more information, locations and dates visit our website or call 1300 ANIMAX (1300 264 629)



Book early and get a free key ring



Showing 27 Sep to 28 Oct, photographic exhibition from **Dogumentary**, as featured in Urban Animal #11.  
@ **Bowhouse** Pet Emporium, 2a Jaques Ave, Bondi Beach

# Who we are and why we do it?

There are so many things that bring pleasure from pets. It's the lick on the cheek you feel first thing in the morning, the birds chattering you hear at dawn in their cages as you come downstairs to feed them, the smooth coolness you feel on the reptile or snake, the hum and bubbling of the aquarium. Or in the evening it's clicking of dog nails on the kitchen floor as they position themselves for the feed, the droning purr of a cat on your lap or the 'time to sleep' muttering of your parrot as he's tucked into his cage when the lights go out. Those things mean a lot to me as a pet companion.



Phil Tripp with Jackson and Roger

It also means a lot to get to this point in our life as publisher of Urban Animal—three years, 12 quarterly editions, a lot of love and we still maintained our high quality editorial without selling our ethics or lowering our standards. This issue is the peak of three years with 70 advertisers—our most ever—and 48 pages, our biggest yet.

We've done some interesting numbers. In three years over 12 editions ranging from 32 pages in issue #1 to 48 pages in this issue, we have printed 18,520,000 pages from 40,000 copies of each edition. That's a lot of trees but it's also a lot of information for our devoted readers.

We've also spent an enormous amount to print, deliver and market the magazine. Over 12 issues, it's cost us about \$300,000 in printing, \$18,000 in postage and delivery, \$8000 in travel, marketing & exhibition stands, uncounted hours of time for Lisa and myself as well as a large amount of resources from our music business company IMMEDIA!, which subsidised the first four editions and carried it. But we love it!

Now, we are happy to say that we are well and truly in the good books of major advertisers and their agencies as well as smaller pet businesses as you see from what's within. But what you can't see are the ads that we refused to take over the past three years because they were offered in exchange for advertorial, were from pet junk food products or were from products that can cause pain or injury to pets (such as shock collars or containment fences. I kept a record of the amount over the past three years and here's an accounting.

- \$38,500 in shock collar or containment fences ads
- \$23,800 in pet junk food ads from substandard can or kibble pet food
- \$26,400 from bogus pet treats ads
- \$42,000 from advertisers demanding advertorial or no ad!

Total amount of income lost—\$130,700 happily foregone for our principles.

We consider it to be the price of doing business our way and be able to enter our fourth year with clean hands and minds. Thanks to all of our readers and advertisers for their support of our product and principles.

Phil Tripp – Urban Animal Magazine Publisher

*The greatest love is a mother's; then a dog's; then a sweetheart's.*  
– Polish Proverb

I placed this photo of me and a dolphin friend in the last edition and it received quite a lot of interest from readers. The excursion was a gift from my 'other arf'. He gifted me this time in the Dolphin Experience at Coff's Harbour as a birthday pressie. And sweetly, he obtained the photo for my mum as a special gift. My mum Marge, as I've often referred to her, was so excited about the experience and we chatted that evening as she prepared to leave to go to New Zealand for her first grandchild's wedding. Sadly I never got a chance to send it to her as that evening she took very ill and suddenly passed away.



Lisa Treen

The human heart can take some battering and as the old saying goes, 'time heals all wounds'. Unfortunately there's something that time can't heal—old hearts. I'm sad to report that my dear dog and companion for over 12 years, Jerri, is in the late stages of heart failure. We learnt that her heart murmur had developed into cardiomyopathy. I quietly sobbed all the way home from the vet visit—big air-gulping sobs. We were advised that at the worst it was a couple of weeks, at the best perhaps a month. It was recommended that Jerri not be taken on her morning walks to the park and make some changes to her diet.

Of course I was miserable for days and Jerri, too became miserable without her morning walks. Dogs are great conduits in mirroring our own moods and energy and it didn't take me long to realise that we both shouldn't be moping around the house. We resumed our gentle walks to the park for her to have a sniff around and check her pee-mail. Getting back to our morning routine improved her general outlook 100% and three months past the initial grim diagnosis, amazingly she's still with us.

The concoction of drugs she is on are marvellous in keeping her relatively stable. She's in no pain and has taken to sleeping right in the middle of the office where all the action is. She gets weekly home visits to get a session of acupuncture and deliveries of high caloric and nutritious meals. She's still got enough pep to keep Lilly in her place and manages even to have a bit of a play around dinner-time. How long she'll continue with us we cannot predict. But one thing I am certain of is that when she does leave us, she'll end up in the care of one of her biggest fans—my mum.

*You think dogs will not be in heaven? I tell you, they will be there long before any of us.* – Robert Louis Stevenson

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"/> #11 (May 2007)  | <input type="checkbox"/> #10 (Feb 2007) |
| <input type="checkbox"/> #9 (Nov 2006)   | <input type="checkbox"/> #8 (Aug 2006)  |
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| <input type="checkbox"/> #5 (Oct 2005)   | <input type="checkbox"/> #4 (July 2005) |
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Or enclose a cheque for your choices to Urban Animal, 20 Hordern Street, Newtown NSW 2042