

Issue 14, February 15, 2008 – May 14, 2008

FREE – Take One

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Choosing Cans Your Pet Chews

Canned food road tested



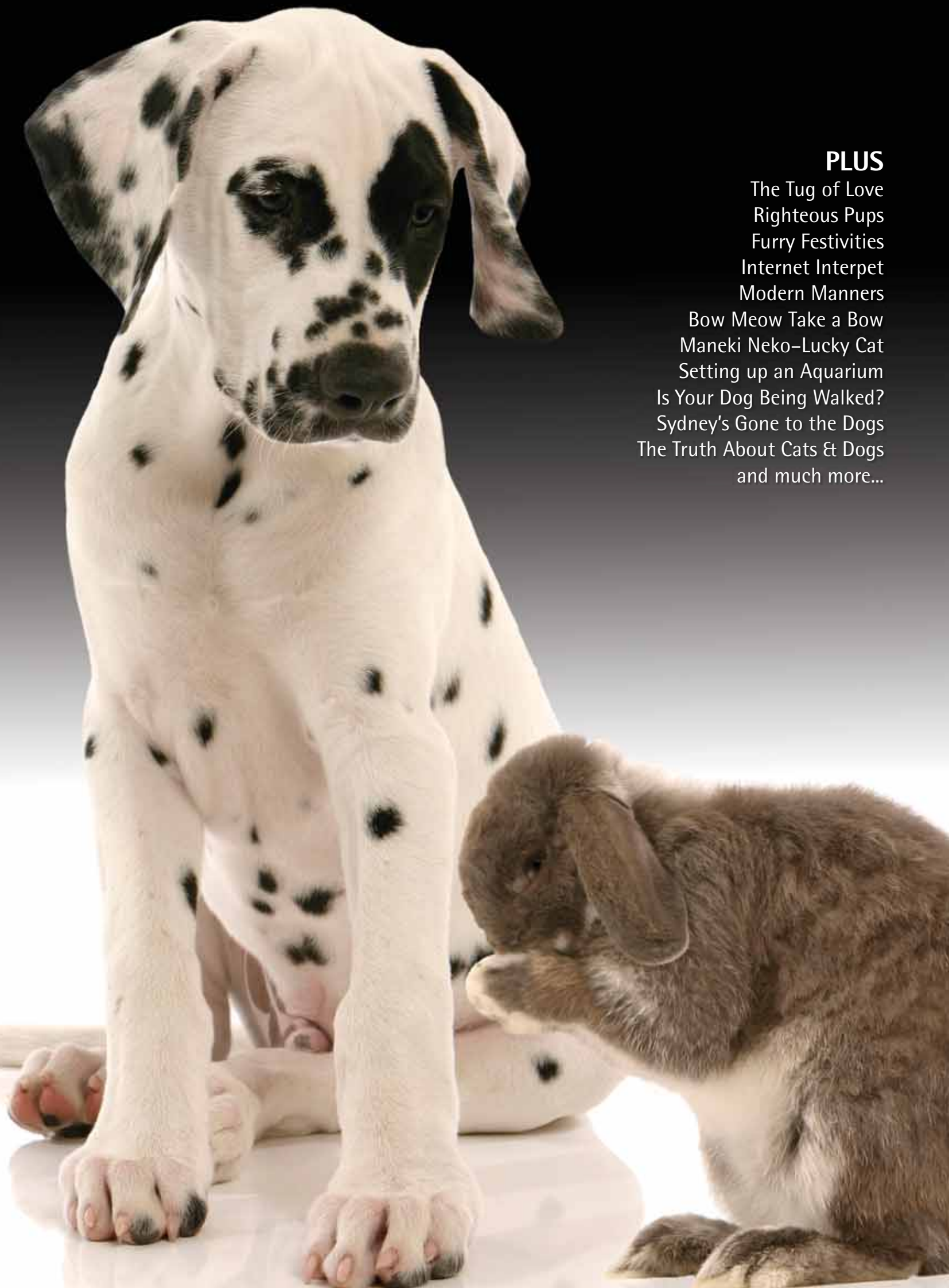
You'll Flip for Fall Fashion

Fashion for the furries



Street Dogs

We are all Mutts



PLUS

The Tug of Love
Righteous Pups
Furry Festivities
Internet Interpet
Modern Manners
Bow Meow Take a Bow
Maneki Neko–Lucky Cat
Setting up an Aquarium
Is Your Dog Being Walked?
Sydney's Gone to the Dogs
The Truth About Cats & Dogs
and much more...

urban animal

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Cover Models: Scooter from Starswept Dalmatians and Renegade Tia from Leone Kelly at The Rabbit Breeders Association of New South Wales Inc

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 St., Newtown NSW 2042

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Who we are and why we do it

2007 was a long year for us but a big one too as we grew our magazine to 60 pages last issue and watched other pet magazines launched after ours three years ago fade away quietly last year.

This new year has brought us a lot of joy with small things that will also grow over time. The first little addition to our lives is Scooter, our Dalmatian puppy which I'm sure Lisa will rave on about in her column. And this edition is smaller than our Christmas summer issue since the first part of the year is the slowest for brands and agencies to get their annual ad campaigns together, on top of the holidays that are now behind us. Watch us grow again in 2008.

We have a lot to look forward to this year. It appears that Clover Moore and Sydney Council will be opening up more parklands for dog owners to exercise and frolic with their fur children. This, along with the increased bike trails, are two of the best initiatives that local government can offer and we hope other councils will follow their lead.

Clover also launched a bill in NSW Parliament to not allow the sale of mammals in pet shops which it appears did not go the way she and animal welfare groups hoped it would. Instead, the bill helped unite parts of the pet industry as well as polarising portions of it.

Though it is unlikely to pass in its original form, the activity it has caused can't help but lift the enforcement of companion animal standards of retailers. And we hope that one of the byproducts of this will be to close the loophole that allows the sale of pets in market stalls, car boots and from backyard breeders.

Lisa and I are looking forward to our biennial pilgrimage to the Global Pet Expo in San Diego February 14-16 where we will be in the major trade fair that covers 11 football fields of exhibition space with nearly 1000 stands and 15,000 attendees. We'll report back on new products to look out for that will hit our shores later this year.

There will be a large number of Australian pet products distributors in San Diego and this copy of Urban Animal will be over there with them. Coming up later in September, Sydney will be home to the Australian Pet Expo which will be far smaller than its US counterpart as a trade only show but just as important a networking event, and we'll be there too.

One event Sydney sorely needs though is a consumer pet show that is more up with the times, credible, heavily trafficked and cost effective for standholders than the diminishing Pet Expo that is held at Rosehill Racecourse every November. It's already closed down its Brisbane counterpart and the Melbourne show has also gone down in quality and attendance over the past couple of years.

I'm sure pet enthusiasts and the industry would be responsive to a more exciting, upbeat and innovative annual companion animal event that would be more relevant and attractive.

Phil Tripp - Urban Animal Magazine Publisher



Phil Tripp with Jackson and Roger

As a kid all I ever wanted was my own dog. Sure, we had family dogs but none of them ever matched up to the dog that I wanted. As a nipper my local school had a special pet day and we were invited to bring along our family pet to show. I decided to take along our Beagle Bryn. Bryn never came when called or sat on command and had a propensity to wander off, following his nose. Yet for some unfathomable reason as an optimistic kid I believed strongly enough that Bryn would do well in the obedience demonstration that was planned. I even prayed the night before and asked God that Bryn and I could do well and maybe win a ribbon.

As an obedience team we never stood a chance. Bryn never really had mastered the sit and the simplicity of coming when called was a stretch for an untrained and unruly Beagle. Suffice to say the Headmaster was unimpressed when Bryn bolted across the playing field and found his way into the staff common room raiding a selection of cream buns laid out for our teachers' morning tea.

My desire for a great dog stretched way beyond obedience. My dream dog would be a pal, a close confidant and someone to share secrets with. A dog friend would make the sad times happy and be there when you needed a friend most. To have someone to fall asleep with and someone to wake up next to and to guard against those monsters beneath the bed.

My dog friend would have outstanding ball fielding skills for neighbourhood games of backyard cricket, especially good at retrieving a ball from a tangle of garden. Fiercely loyal, my dog would want to be with me and guard me against harm. Long summer days would be spent under a shady tree reading a book while my dog dozed content next to me. Cold winter evenings spent inside by the fire watching the telly. My dog would be my shadow and always keep me in sight especially when we hiked our neighbouring hills or following the creek behind our house. Our bond and friendship would be a simple understanding that I needed her and she needed me.

That special dog was never to be Bryn, or the dogs that followed me from my childhood into my teenage years and beyond. I realise now that the dog of my childhood dreams would come into my life much later. At a time of life where I needed to be reminded that having a dog to love and one who loves you unconditionally back is one of the simplest yet greatest things. To realize that you have such a gift is even more important.

I recently awoke to the realization that my dog Lilly is the missing dog of my childhood. She's all those things—loyal, loving, a good listener, a joker, a great out-fielder and a trusting and trusted friend. And I'm also reminded of a favourite saying that it's never too late to have a happy childhood.

PS: That puppy on the cover is our new little guy—Scooter. Join in reading the chaos and introduction of the new pup into the Urban Animal household. Lisa's created a weekly blog to let you in on all the transitions that have occurred—from the first few hours, to getting a baby monitor, to puppy-preschool and beyond. Go to: www.urbananimal.net/blog.php

Lisa Treen - Urban Animal Editor

Scooter - photo by Animax



Bored with those other pet magazines?

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Yes! I want to support Maverick's ongoing therapy. I understand that Mav needs help with his Attention Deficit Disorder and in some small way my subscription will help him with more quality enrichment toys. **\$20**

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

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

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