

Issue 16, Aug 15 – Nov 14, 2008

FREE – Take One

urban animal

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



Give Your Dog A Bone

Avoid Dangers & Feed Them Right



Give Your Dog A Phone

Track Your Dog By Satellite



Going Green

Reduce Your Pet's Carbon Paw-Print



You Go GRRRRLLS!

From The Playboy Mansion

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. 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 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/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 Street, Newtown NSW 2042

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Who we are and why we do it

This issue in your hands is the biggest one we have done in four years and 16 editions of hard work but also great fun. It's an incredible accomplishment and a tribute to Lisa and the team headed by Mark Berry, our longtime designer of every issue; Paul Everett who proofs and subs the copy, handles news items and also edits our main magazine the AustralAsian Music Industry Directory; and Anita Zagami who has handled delivery logistics to over 400 outlets, subscriptions and a lot of fine administration details for the past couple of years.



Phil Tripp with Jackson and Roger

At a time when four other pet magazines died in the past year—'Bark', 'Adore Animals', 'Doggy Deals' and Brisbane's 'Urban Tails' (no relation)—we've grown incredibly as we enter our fifth year of uninterrupted, on-time publication with 40,000 copies of each issue free to pet lifestyle lovers. In May last year we had 40 ads in 36 pages. In this issue we have 76 ads in 64 pages which averages out to a 90% growth rate. It's a far cry from our first issue at 18 advertisers and 32 pages.

Aside from our mass free distribution to pet consumers at pet shops, vets, groomers, boarding kennels, pet events, pet-friendly cafes and pet services, we also have a large number of subscribers who get three copies of each issue so they have two to share with friends (see our coupon on the opposite page) and we're also read by the pet industry trade and used by them to market to retailers and other outlets. This year, we will be distributing 1000 copies of this Urban Animal at the PIAA Pet Expo which is a trade fair at Darling Harbour, not open to the public, but where over 100 exhibitors evangelise their wares to well over 1000 professional attendees September 12-13.

When we debuted this magazine in 2004, many in the industry said we'd never last. The major multinational food brands didn't believe our 'no-advertorial' policy would persevere, but we've stuck to our guns and remained true to our readers rather than taking the easy money. Advertisers who had been pandered to with deep discounts, 'distress-ad' rates and 'last-minute deals' as well as backhanders and 'cash for comment' editorial thought we'd drop our prices, but we never did. As a result, we survived the times when competitors slit their financial throats to stay alive, but perished.

We've gone overseas to pet conventions to report on what's new and on the horizon. In this issue, you'll see a report from the Parrots 2008 Convention in Brisbane which is a fantastic event every two years. We've also stayed away from celebrity coverage but who can resist the Girls (And Dogs) of The Playboy Mansion article we got from Hilary O'Hagan, the former editor of departed 'Hollywood Dog', with photos from top pet-snapper Chris Ameruoso, who also has a pet magazine 'Pawprint' in Los Angeles, with a wonderful shot of the three Playmates from E! Entertainment and Channel 9.

We continue our very popular series on pet nutrition which has run over the past six issues with a feature on feeding your dog, cat or even ferret bones (my birds get select ones!) preceded by our Cuisine de Critters which hip you to a few new books and a recipe for Tofu Meat Loaf. There's also a look at booking pet-friendly accommodation online in Internet Interpet and much more.

But my favourite, being the Bird Guy, is the interview and photo feature on "Australia: Land of Parrots" which is a must-have doco in High Definition DVD that even those who are not featherlusters or twitchers (as birders are called) will adore.

Phil Tripp - Urban Animal Publisher

That chestnut question about whether owners start to resemble their dogs cropped up the other day. A girlfriend was showing me a series of pictures on YouTube and we were in fits of laughter looking at the similarities between owners and their dogs. I don't think for a moment that I resemble a Dalmatian. I hardly ever wear black and white combined and am especially cautious wearing black as it seems to be a magnet for those sharp little white hairs Dalmatians shed 24/7.

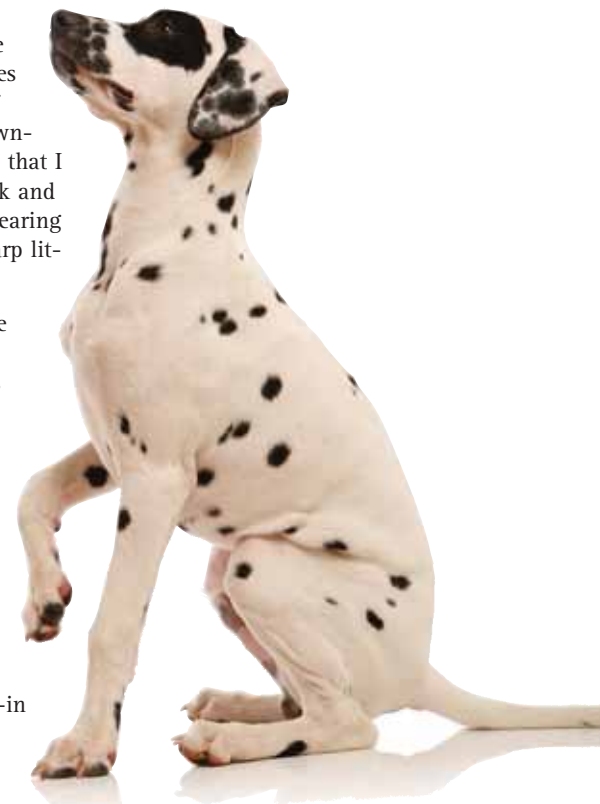
With my wavy red hair I would more resemble a Cocker Spaniel than Dalmatian. I do have freckles and Dalmatians have spots, so I guess there is some parallel there. A friend of mine has Schnauzers and both her and hubby have thick heads of salt and pepper greying hair. Another friend has a Whippet. She loves nothing more than to go for brisk runs and she's built fine like her dog. Another friend of mine spends time in the gym working on his upper body strength and conditioning and he now has the same proportions as his staffy. But thankfully one of my besties, who has a Pug, looks nothing like her pushed-in bracci princess.

Then there are the accessories that people buy for their dogs that are often extensions of their personalities. Toughest-up macho stud-ded collars on commonly viewed tough dogs—the much maligned bull breeds. Or sparkling Swarovski crystals blinging off Malti-shih-tzu-oodles toted around the shopping strips in the eastern suburbs.

Another interesting element to dog ownership is the cliques breed enthusiasts find themselves drawn to. Whether it be Daschund days at Centennial Park or Pug parties down at Café Bones, there are some interesting breed-specific groupies out there. As a 'Dalmatian person' you might think that I would have a swag of spotty schwag-like Dal figurines and other paraphernalia. I don't allow it through the doors but I confess my mostly Dalmatian-décor-free home has a couple of mugs given to me over the years. These mugs are often used carrying caffeine on my morning dog walks. It's in the vain hope that I'll trip and smash the eye-offending chunk of china.

I do get mildly excited when a magazine does a breed profile on Dalmatians. I always like to read what the 'experts' have to say. A recent 'Dog Fancy' magazine featured the coach dog in their profile pages. They listed the personality of a Dalmatian as "alert and lively, intelligent and empathetic, sociable and fun-loving", and from where I sit, that's pretty spot-on. Thinking on this for a moment I realised that this character description pretty much describes me. So, looks aside, perhaps there is some real truth in the notion that dogs and their owners resemble each other.

Lisa Treen - Urban Animal Editor



Scooter photo by Animax

So you think you can dance, Scooter?

Scooter has the music in him but he needs help achieving his dream to be a doggie dancer.

Subscribe to Urban Animal and you can help Scooter get moving.

Yes! I want to help put Scooter through dog dance school. In some small way I know that Scooter will be on the way to learning the Salsa, Swing, Tango, Samba and Jive. **\$20**

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

In some small way I know this kind gift will keep on giving as it will help Scooter develop his own dance style. My gift will assist Scooter to learn how to krump, hip hop and do the jerky Boot Scooter Shuffle

Special Gift! Receive all our previous 15 editions, plus a subscription for a three-issue pack of the forthcoming issues, 16-20. **\$100 including GST & postage**

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

- #15 (May 2008)
- #14 (Feb 2008)
- #13 (Nov 2007)
- #12 (Aug 2007)
- #11 (May 2007)
- #10 (Feb 2007)
- #9 (Nov 2006)
- #8 (Aug 2006)
- #7 (May 2006)
- #6 (Feb 2006)
- #5 (Oct 2005)
- #4 (July 2005)
- #3 (April 2005)
- #2 (Jan 2005)
- #1 (Oct 2004)



Photo by Animax

✂

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