

# urban animal

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

This was written January 13, just after we booked the last ad, just before we lay out the pages and place the stories that we've written, obtained from quality overseas publications as licensed articles or had submitted by professional journalists. My staff have had a ball doing some of the editorial including judging the Pet Sounds competition, coming up with tidbits and dealing with the wonderful people who have responded so incredibly to our first issue.

As I sit here at the desk after a full day of work with one parrot preening on my shoulder, the other asleep on a perch that sits on my desk in front of the computer screen, and with our first issue cover-girl Dalmatian Jeri sprawled out snoozing in the office, it's time to get the second quarterly edition of Urban Animal into production. Our first edition exceeded our expectations and provoked a wave of reaction from readers and potential advertisers too!

We were a little nervous, wondering if we would get the confidence of those who would invest in this creation by advertising and were gratified that we doubled the number of ads from 17 in the first issue to over 35 now. It's proven the viability of Urban Animal and we are expanding it with commitments from even more advertisers to make it into our April 30 issue.

Our nervousness was allayed when we got great positive interest in advertising which is the lifeblood of a free magazine. We had to prove ourselves and we did. While many potential advertisers made promises to be in our second one, the Christmas holiday period, lack of budget and creative material plus being a new medium, meant that some weren't able to deliver on their projections. But the ones which did were gratifying—pet stores, vets, groomers, special pet products and services all saw the worth of being part of Urban Animal. For that we are grateful and it inspired us to keep going—even though we didn't make a profit, considering our first two issues being an investment rather than a loss—plus we had an incredible amount of FUN doing it!

When we first came out October 15, my partner Lisa and I started delivering copies to pet shops, vets, groomers and other pet businesses personally so that we could have a relationship with our outlets rather than just having some boofy courier bloke drop a bundle of magazines with a grunt. We made sure that the people we delivered to understood what our magazine was about, that it was free for their customers, they could call us to restock and that we had an ethical approach to editorial and advertising.

It took only three weeks to go through half of the 40,000 copies with close to 200 outlets in the Sydney area serviced by us as well as the lovely people at Pets Pacific (who took out the back cover of the first issue with a Nutrience ad) taking 5000 copies to give to their reps to place within stores they handled throughout the outer Sydney area. We had a stand at the Pet Expo at Rosehill Racecourse and distributed 4000 copies at that event and by the first week of December, we had restocked outlets, found some new stores and vets which exhausted our copies.

From the first day, we've had a mass of calls, emails, faxes and even a few unannounced personal visits by people who have fallen in love with our publication. To our surprise, the magazine spread quickly interstate as fans got extra copies and mailed them to friends. We were also shocked by people wanting to subscribe from interstate since our distribution is limited to the Sydney area—we hadn't even thought of putting a subscription form in the magazine! But you'll see one on this page, and what we do with subscribers at \$20 a year for four issues is send four copies of each so that subscribers can share with their friends.

Some of the people who have contacted us brought tears to our eyes with their stories. One elderly lady in a rest home, picked up a copy at a Cremorne vet clinic where she often goes just to see the resident dog. She can't have a pet where she lives and was enraptured by the first issue's stories and photos. Another couple from Gosford picked up a copy at the Pet Barn only a day after we'd delivered and sent a lovely email letting us know that their Eclectus had been kissing the cover where our Ecly Jackson had posed on top of Jeri's head.

We had a couple of older fellas stop by the office door to congratulate us and spin a few yarns with one of them giving us a superb recipe for an iced dog treat which we included in this issue. And we had many suggestions about further editorial topics to consider—not all of them acceptable in a magazine that celebrates a pet lifestyle.

We didn't anticipate the animal liberationists hounding us to help set the chickens free, deal with the issues of zoos and animal rights. We understand their views but feel that there are better forums and more appropriate media to address these issues. We were lobbied to take a stand against pets being sold in pet stores and refused to get involved in that issue as it appeared those who supported this wanted to bar any sales of pet livestock which we saw as an extreme solution to a problem that can more likely be solved in better ways.

We have also been asked to champion a broad range of animal welfare organizations, rehoming operations and other worthy associations in their endeavours to raise money or awareness for their efforts. While we respect and admire the charities and selfless operators who rescue abused or abandoned pets, we don't have the space to profile and evangelise them all or individually in one issue. But we are committed to the principle of rehoming unwanted pets, desexing to control overpopulation and giving secondhand pets a preference over expensive purebred puppies bought on impulse or questionable cross breed fashion dogs.

What we do promise you is a great read. A celebration of a positive pet lifestyle and responsible informed pet companionship and guardianship. Not ownership. We're a family magazine and also a publication for people—single or otherwise—who put their pets first!

Phil Tripp  
Urban Animal Publisher

## Our Editorial Policy

This free publication is made possible by the advertisers within. However, we do not accept advertising of an unsuitable nature nor do we promise, provide or otherwise use editorial 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. We do not accept advertising from breeders of animals for sale, 'junk' pet food or other inappropriate pet products, nor do we condone products or practices that may harm, cause pain or negatively affect animals.



Jackson, Phil Tripp & Roger

So much has happened since putting the last Urban Animal Magazine to bed. For instance I have a much better understanding of various suburbs of Sydney—places I ordinarily would have no purpose to venture to. We decided to make our magazine deliveries personally to most of the outlets. This made me brush up on my navigation skills. Some frustrating attempts were made to deliver copies of the mag to various locations. It's for this reason that I invested in a global positioning device for the company vehicle—it has served to be most useful and has proved to have other benefits—it's a relationship saver!

At the time the magazine hit the streets I finally got into see Sydney's foremost allergy doctor (after a seven month wait). I've had some weird symptoms—none of which I feel appropriate to share here. Good news is that I'm allergic to dust and so a regular cleaner deals with domestic cleaning chores. Not so good was the news that I would have to go on a very restrictive diet—no gluten, no dairy, no wine with preservatives, no processed meats, no garlic, no chilli, no onion—NO FUN! ...Oh and I'm allergic to pets!

I can handle the restrictions of the diet but how do I deal with not allowing my dog access into the bedroom or give up the morning and evening cuddles on the bed? My doctor says that about the only pet I should have no allergy problems would be fish, but how do you cuddle a fish?

That brings me to our newest pet addition to the Urban Animal's office—a fish we call 'Lucky'. He's the colourful little guy on the front cover. He's 'lucky' as he survived the predatory attentions of those two kittens and dog, Buddy, who has an unholy attraction to shiny objects. Lucky was a pretty nervous little guy when he arrived in the office but I'm happy to report that he's settled in nicely.

We've had so many kind comments and correspondence from readers and outlets alike. In this day and age where the newspapers, radio and TV is cluttered with bad news and reports of misery, it's gratifying that so many folk enjoy the upbeat and positive stories within the pages of Urban Animal.

So I'm wishing everyone a happy and safe next quarter. I'm looking forward to a time where there's more good news than bad. I'm also looking forward to having a special breakfast in bed—a bagel smothered in cream cheese, smoked salmon, onion and tomato. A glass of champagne on the bedside table, a full milk cappuccino in my hand and a dog quietly snoozing on the pillows next to me.

Catch you next edition—I'm off to give Lucky a cuddle!

Lisa Treen  
Urban Animal Editor



Lisa Treen & Lucky

## Help our Bird Jackson Realise His Dream!

Subscribe to Urban Animal Magazine  
For only \$20 a year (4 issues)  
And help Jacko represent Australia  
In the Parrotlympics!

# urban animal

If you support our Urban Animal with a one year subscription for \$20 (anywhere in Australia), we'll send you four copies of each issue (instead of just one) to share with your pet friends!

Going for Gold in: The 1 metre cage climb • Free-flight sprints • The food bowl marathon

Yes! I'm behind Jacko and Urban Animal. I'm subscribing for a year for \$20 and will receive four copies of each issue starting with the next one (April 30, July 31, October 31, January 31)

Name .....

Address .....

Town.....State.....Pcode.....

Phone (in case we need to reach you).....

Credit card type ( ) Bankcard ( ) Mastercard ( ) Visa

Card Number .....

CCV Number (the last three digits of the number on the back of the card) .....

Or enclose a cheque for \$20 to Urban Animal, 20 Hordern St, Newtown NSW 2042