

# Who we are and why we do it

It's July 26, I just placed the last two ads that came in today and I'm off in four hours to Hawai'i for a well deserved rest before two other major projects in mid-August happen in our music industry main business.

FIVE YEARS!!!! It doesn't seem that long since we started with a little paper that combined mostly newsprint and a bit of colour glossy paper. But look at us now!!

Sleek and glossy all the way through, we have maintained 40,000 copies via 400 outlets through thick and thin and also doubled our pages and more than quadrupled our advertising. And all this with never having to do advertorial like other magazines to induce or reward advertisers and never having to discount or do distress ad rates which led so many others to fail.

We owe a lot to our advertisers, especially in this huge issue, which is our biggest yet. There are 90 of them and this tends to prove the theory that the only things in an adverse economic climate which are unaffected are beer, chocolate and pets! It also shows we work...

We owe a debt of gratitude to the World Dog Games who made us their Media Partner for this great event happening October 30 – November 1 at Acer Arena, the same people who promoted Cesar Millan and worked with us to have copies for their audience. This issue will have 5000 copies at the Games and also 1000 copies at the trade-only Pet Industry Association Pet Expo at the Gold Coast. We won't however have copies at the Pet and Animal Expo the week after the Games but you will see us at several Council Pet Days between August 15 and November 1.

But we owe the most to you, our readers, who have not only been rabid (maybe not the right word) fans of Urban Animal but also give us your feedback in so many ways. We get approached at events and on the street, get countless emails, lovely letters, phone calls and recognition in other media. But the ones we love the most are those subscribers (you can become one too below, and keep Scooter from running off to the circus) who get three copies each of our four editions a year and share them with friends.

And for those of you who have missed copies, you can always order back issues below or you can go to our website at [www.urbananimal.com](http://www.urbananimal.com) to read all our stories online for free.

FIVE YEARS of FREE!!! We've loved giving our love away.

**Phil Tripp – Urban Animal Publisher**



Phil Tripp with Jackson and Roger

Is there a benefit to being stressed?

Apparently there is an upside to being stressed in my house. August is the most stressful month of the year on my calendar with deadlines to be met for two publications and a huge conference that we do every two years. Plus I've got the added stress of dealing with the end of financial year accounts for two businesses. So I have lots to do and lots of work. I've even been found muttering around home and office that I hate August and can't wait for it to be over.

Well pull out the violins because really, when you think about it, this type of stress is fiscally healthy. Sure it's probably generated a few sleepless nights but in the end it means the business of putting publications out and working to deadlines makes for a healthy bottom line. Better than a lot of folk out there who've had businesses go down the gurgler or have been laid off. So I'm thankful that there is an upside to stress.

It's also healthy for my relationships and social life too. I tend to stay away from those I love when I'm a complete stress-job. I prefer that the people I love not see me strung out and mildly irrational. Having said that, however, I do have great girlfriends who recognize my state and are able to release my stress valve by way of a fun night out or relaxed night in.

Our pets can suffer from stress too. I realized this quite recently when Lilly, my rescue Dalmatian, was banished from the office. The little Dalmatian with her quirks and issues got so freaked out by something she snapped—literally at a delivery guy. It was decided then and there that Lil should stay at home and not come to the office every day. Of course I was saddened and even felt peeved that we had to make this decision. I even felt that Lil would get lonely during the day.

Wrong, wrong, wrong—and I had been wrong all along. Lil finds the office environment stressful. There's comings and goings with deliveries, boxes being moved around, office noise and random activities and she just doesn't cope. At home she's very relaxed. She has her faux Ocelot blankie to lounge on and she sleeps most of the day. I often pop home to have lunch and although she's happy to see me, she's pretty nonchalant about my midday visits.

Lilly's stress related freak-out has resulted in a more relaxed and happy dog. She has less pressure and doesn't have to be on the lookout for bad things and bad people. She can just lounge around as if she's on holiday. And that's exactly what I'm looking do—take a well deserved break—once Augsty August is over.

**Lisa Treen – Urban Animal Editor**



Lilly

## So you want to be the Master of Ceremonies, Scooter?

Scooter's demanding a raise. We think he's barking mad. If we don't oblige, he's threatening to run off to become a Circus Ringmaster.

Subscribe to Urban Animal before Scooter runs off to join the Circus.

**Yes!** I would like a 1 year subscription and to stop Scooter offering his services as a doggie cannon ball. **\$20**

**Yes!** I would love to give that special someone a 1 year subscription starting Nov 15, 2009. **\$20**

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

- |   |  |
|---|--|
| <input type="checkbox"/> #19 (May 2009) | <input type="checkbox"/> #9 (Nov 2006)   |
| <input type="checkbox"/> #18 (Feb 2009) | <input type="checkbox"/> #8 (Aug 2006)   |
| <input type="checkbox"/> #17 (Nov 2008) | <input type="checkbox"/> #7 (May 2006)   |
| <input type="checkbox"/> #16 (Aug 2008) | <input type="checkbox"/> #6 (Feb 2006)   |
| <input type="checkbox"/> #15 (May 2008) | <input type="checkbox"/> #5 (Oct 2005)   |
| <input type="checkbox"/> #14 (Feb 2008) | <input type="checkbox"/> #4 (July 2005)  |
| <input type="checkbox"/> #13 (Nov 2007) | <input type="checkbox"/> #3 (April 2005) |
| <input type="checkbox"/> #11 (May 2007) | <input type="checkbox"/> #2 (Jan 2005)   |
| <input type="checkbox"/> #10 (Feb 2007) | <input type="checkbox"/> #1 (Oct 2004)   |



Photo by Animax

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Total amount enclosed (subscription and/or back issues).....

Where did you first encounter Urban Animal?.....

Your name.....

Your address.....

State .....Postcode .....

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

This is a gift for .....

Their address is.....

State .....Postcode .....

Your message to them.....

Credit card  Mastercard  Visa Card # .....

Expiry Date..... CCV # .....

What is a CCV#? It's the last three digits of the number on the back of the card

Signature .....

Complete this form & mail it with credit card details or a cheque to 20 Hordern Street, Newtown NSW 2042