

Who we are and why we do it

It's a remarkable feat to have reached five years of publishing a new title in an unproven media niche but Urban Animal has not only survived but in fact thrived through our loyal readers and devoted advertisers. In an uncertain economic climate where other titles have dropped circulation, page count and ads, we've weathered the storms like a Portugese Water Dog in a downpour!



Phil Tripp with Jackson and Roger

But sunny days are ahead for all of us and we decided to shine with this issue which takes some of our classic previous issues' most popular stories and images as well as timely new editorial and photos for a summer holiday reading edition. We think there are a lot of people out there who may have missed our first couple of years when we were just a pup and would love some of the articles we had the, especially of our world's leading pet photographers.

Although all 21 issues are fully online free on our website www.urbananimal.com, there is that simple joy of having fingers turning pages, photos jumping out of the stories and fascinating editorial to pore through while you relax with your favourite pets. In the dog days of summer, even if it's raining cats and dogs, a little bird tells you it's time to lay out and slither into your favourite couch like a lounge lizard or just bob in a cool tub or pool like a fish, reading our best of show and tell.

In our special Creature Comforts quadruple centrespread, you'll see all kinds of cool new things that we've discovered from the recent Pet Industry Expo trade fair in the Gold Coast as well as from overseas sources. There are loads of other goodies and eye candy in the pages to party on with in the summer. Our fall issue in February will be warm and cozy with slow food recipes for your animals, treats and other autumn delights. And in March, we'll be going to the Global Pet Expo in Orlando so the May issue should be crammed with the new things that will hit us in winter.

You may want to think of giving a holiday gift to your petmates and the perfect one is the annual subscription (see panel below) which has three copies mailed of each of our four editions. That means your friend has two extra copies to give to their friends. The gift that keeps on giving! You can start it with this edition and February, May & August or with the next one at your discretion. You can also give back issues of our magazine subject to availability.

Thanks for all your support and here's to you and your pets cuddling up for a good read and nap.

Phil Tripp – Urban Animal Publisher

Five years and 21 editions—that's a lot of work and effort that we've expelled getting this labour of love we call Urban Animal out onto the streets of Sydney. It's been time consuming, at times a little nerve wracking but ultimately rewarding in so many ways.



Lilly

I recently sat down with our photographer, Dan from Animax, and behaviourist, Trudi from DogLogic to talk about the past covers for a story that appears in this edition. Both are firm friends who I initially met when we started Urban five years back. Hardly a couple of days go by without a call, a text or a catch-up session. I love them both, they're friends who became extended family. As the youngest of five girls, I never mind a couple more sisters to play with.

I can't remember whether it was Dan or Trudi who reminded me of just how much has happened in those five years. There was the crippling grief of my mother passing without warning. Followed closely on the heels by most loved and treasured dog, Jerri, being diagnosed with heart disease and the inevitable health decline and death to face. A long-term relationship melt-down and the subsequent upheaval of having to find a new place to live.

In between the dying and the break-up was the joy of new puppy, Scooter. That caused some stress in my life too—anyone who tells you that puppies are easy and only full of joy are the same people who try to tell you that you'll soon forget the pain of childbirth. Look behind them because their pants are on fire!

Through this I've had an emotional anchor—my dogs. They're always there for me and when life is consistently inconsistent, they're at my side. When I've felt like I've been bobbing in a small life-raft in high seas, my dogs have always been a beacon guiding me into safe waters. Perhaps it's their need for routine—the early morning walks, breakfast and dinners, regular toilet breaks or maybe it's because they have a wonderful calming presence. Whatever the case I wouldn't swap them for the world. On days when I thought I couldn't spring out of bed with my normal enthusiasm, I've had the encouragement of a paw in the face or a lick on my arm.

We can all be strong when we face challenges. We can all dig deep confronting adversity. But taxing times can be made lighter by the joy that we surround ourselves with. Our pets, our loved ones and some very sweet surprises that come our way.

I hope you enjoy this retrospective issue, looking back at past articles and stories you may enjoy. Wishing all our readers a relaxed swing into 2010 and lots of sugar and spice and all things nice for the new-year.

Lisa Treen – Urban Animal Editor

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 and join the circus!

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**:

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Photo by Animax

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