

Issue 9, November 15, 2006 – February 14, 2007

FREE – Take One

urban animal

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



The Truth...
About Pet Treats



Dog Party
Throw Your Own



Cool Beaches
For Hot Weather



PLUS

- Gimme Shelter—Homeless Hounds
- Street Smarts for a Safe Summer
- Just Add Water then Add Fish
- Cat's Abilities to Think & Feel
- Clever Cleaning Solutions
- Harvey Gets the Chop
- Creature Comforts
- Cuisine de Critters
- Christmas Toys
- Shelter Dogs
- + much more

urban animal

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20 Hordern Street, Newtown NSW 2042
Ph: (02) 9557 7766 Fx: (02) 9557 7788 E: critters@urbananimal.net Web: www.urbananimal.net
Publisher: Phil Tripp topdog@urbananimal.net
Managing Editor: Lisa Treen lisa@urbananimal.net
Design & Layout: Mark Berry mark@urbananimal.net
Staff: Michelle Padovan, Danielle Hartmann, Kath Owen
Contributors: Trudi Thorpe, Melissa Catt, Adam Gordon, Alex Rosenwax, Andrea Cooper, Stacey Warren, Michelle Heald, Brad Kollus
Cover Photography: By Danielle Lyonne (Animax)
Dharma the Cat: By David Lourie

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 accept ads from pet shops that carry livestock so long as they are either a PIAA member or conform to appropriate standards in the display, care, sale and warranty of animals sold.
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 (November 15, February 15, May 15 and August 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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HOW TO WIN FRIENDS and IMPRESS PEOPLE

How do you find a unique and timeless gift for a pet lover?

You know how beautiful pets are. But have you managed to capture that beauty and preserve it? We all know how difficult it is to capture that perfect moment.

At Animax, we've spent years perfecting the art of photographing pets, so that you can have images that will make you proud and impress and delight your friends for years to come. And on top of that, we can print your favourite images onto a whole range of highest quality products - mounted or unmounted prints, canvas, albums, handbags, key rings or greeting cards - perfect for Christmas!

Set up in 2002 by Sydney's own Danielle Lyonne, now recognised as possibly Australia's best pet portrait photographer, we photograph all breeds as well as species - dogs, cats, horses, birds, reptiles, you name it. We specialise in capturing those special moments that portray your pet's personality and character. We have studios in and around Sydney, or can come to your home or outside location if that is more appropriate. And to make things easy and economical, we have a number of in-store days in Sydney's inner west, central, eastern and northern suburbs on which you can bring your pet for a 10-minute shoot. Refer to the classified ads in this publication for details. Packages start at just \$45.

Call 9519 0162 or 0402 003 266, or check our web-site www.animax.com.au for details.



You can have a studio portrait session for your pet or pets in our studios from just \$195 - or even less if you attend one of our in-store sessions, or take advantage of our January sale offer or other seasonal package price promotions.

Why not buy someone a Gift Voucher?
\$50/\$195/\$250 or custom-made ones available on request.

Or if you really want to spoil someone with a magnificent masterpiece, ask about our \$1000 Deluxe or \$1500 Platinum packages.

Call (02) 9519 0162 or 0402 003 266 now to book your session or check our web-site www.animax.com.au to see package details and samples of our work.



Who we are and why we do it?

Thank Dog it's spring rolling into summer when I can start my days biking in Centennial Park, feeding my leftover parrot seed (along with whole peanuts) to the cockies and watching both the pup and elder hound frolic in the churchyard around the corner. It's been two years now since we launched our first edition of Urban Animal and we've been blessed with growth and great new friends through our eight issues.



Phil Tripp with Jackson and Roger

We've doubled the number of outlets from the first issue's 200 to over 400 in the arc from Newcastle to Katoomba to Wollongong that comprises our 'pawprint' of free distribution in the Sydney region. We still do 40,000 copies and with our new look and feel, we find they are running out quickly. Now, we've grown to 48 pages.

Our new website reflects the full colour, cover-to-cover gloss of our magazine as it's also grown in size and advertisers. In addition to www.urbananimal.net which was our original website address when we started, we've also obtained www.urbananimal.com, www.urbananimal.com.au and www.urbananimal.net.au and in the process, we've captured more eyeballs nationally and globally.

We've made a lot of new friends who approach us constantly out of the blue, letting us know how much the magazine means to them and their pets. We're struck by the large number of subscribers we have who are happy to have theirs delivered (with two extra copies of each edition for friends) and who feel they are supporting our publication by doing it. You can use the form with our little Yella Fella below if you want to subscribe or get back issues.

And we've been lucky to have the investment and support of an amazing group of believers who are our advertisers that make this free publication possible. And through the two years, I'm most proud to confirm that we never traded or sold our ethics—you can see our editorial policies on the page to the left and our advertising policies too. We don't do advertorial.

It's been hard work—writing, editing, distributing, selling ads, doing council days, trade fairs and pet expos as well as juggling the two parrots and two dogs we care for. We get a huge number of email and phone inquiries from fans and people who keep discovering us. And of course, we get a lot of lip service from companies or businesses who expect, demand and make promises in the hope they will get featured or mentioned. We're happy to do great stories, but for most of them, we suggest that advertising may be the best way to go to get your message across.

It makes for a fantastic feeling getting up in the morning, rousing the birds and dogs, as well as covering them up at night or bedding them down. It was a big risk in the beginning, a long haul to now, but Urban Animal has made our life special in so many ways. We're happy to share.

Phil Tripp - Urban Animal Publisher

Don't you just love it some days when you feel a little sorry for yourself? I had one of those days recently when I lost a pair of sunglasses in the back of a cab. Quite expensive they were—big brand and big in size. I used to joke to people that they had their own clip on windshield wipers. Anyway, they're gone now. But that day I lost those sunglasses was a good day for me as I put things into perspective.



Lilly, Lisa Treen and Jerri - Photo by Animax

I lost them in a cab in Brisbane to the Pet Expo up there and straight after I met up with some friends that I've been fortunate to meet through working on this magazine. D & G are some of the nicest, sincere and sweetest folk anyone would be privileged to meet. Just a few days earlier, they had to make the gut wrenching decision to euthanise their beloved dog who was on a quick downward spiral after been diagnosed a life threatening illness. We saw each other, hugged, became teary eyed, chatted and then got on with the business of our day.

In the rush to catch my plane that evening, I missed saying farewell to them. I made the plane on time and on check-in I grumbled to the nice Virgin crew about my lost sunnies.

"Oh my gosh" cried one of the counter staff, "I know the style your talking about, this seasons, with the writing on the side. Oh I would be gutted. You poor thing."

I thought about this a moment. Was I gutted? Nope. I lost a pair of sunglasses—a few chunks of plastic, some lenses with optical filters with a big named brand emblazoned on the side. They also had some teeth marks from a small Dalmatian that had left her impression in an unsupervised moment (that dog has such good taste), and the faint reminder that I bought them nine months ago.

To feel gutted would be the loss of one of my family—fur, feathered or human—or one of my friends. Statistics reveal that making new friends once you hit your thirties dramatically decreases. However, I'm one of the few thirty-something's that can poo poo this branch of applied mathematics of collecting, organising, and analysing data.

I've managed to make some very firm friends through doing this magazine. And they really are friends and not just acquaintances. One is such a close friend that we manage to finish off each other's sentences and often get mistaken for sisters. We both have the same warped sense of humour, shared views on a variety of worldly topics and similar tastes from food to fashion. So I'm thinking I might just drag her along on my shopping expedition to find a new pair of sunnies.

Lisa Treen - Urban Animal Editor



Save Roger

from a short life
in smoke filled bars
singing bad karaoke
for his supper!

Yes! I want to help Roger quit having to sing ABBA songs and bad cover versions of New York, New York. I'll subscribe to Urban Animal for a year for \$20 & will receive 3 copies of each issue starting with the next one (Feb 15, May 15, Aug 15, & Nov 15, 2007)

Yes! I'll do even more! I'd like to give a gift subscription for \$20 and have the money go to getting Roger a vocal coach for Avian Idol.

But There's More! I'll contribute to Roger's Retirement Fund by purchasing the following back issues of Urban Animal for \$5 each

#8 (Aug 06), #7 (May 06), #6 (Feb 06), #5 (Oct 05),
 #4 (July 05), #3 (Apr 05), #2 (Jan 05), #1 (Oct 04)

Tick box(es), complete the following form & mail it to the address below

Total amount enclosed (Subscription and/or back issues)

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Phone (in case we need to reach you)

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Card Number

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

Signature.....

.....

Or enclose a cheque for your choices to Urban Animal, 20 Hordern Street, Newtown NSW 2042