

Issue 13, November 15, 2007 – February 14, 2008

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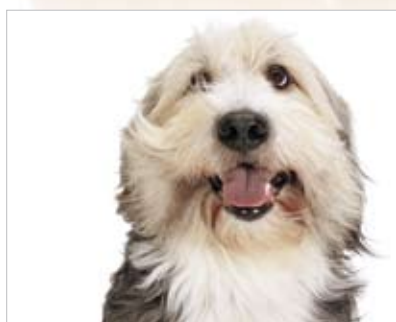
Pet Vets

*and much more...*



### How do you Choose What Your Pet Chews?

What food is best for your pet?



### Pet Photographer Sharon Montrose

Mutts on film



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Organise your own puppy shower

# urban animal

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20 Hordern Street, Newtown NSW 2042  
Ph: (02) 9557 7766 Fx: (02) 9557 7788 E: [critters@urbananimal.net](mailto:critters@urbananimal.net) Web: [www.urbananimal.net](http://www.urbananimal.net)  
Publisher: Phil Tripp [topdog@urbananimal.net](mailto:topdog@urbananimal.net)  
Managing Editor: Lisa Treen [lisa@urbananimal.net](mailto:lisa@urbananimal.net)  
Design & Layout: Mark Berry [mark@urbananimal.net](mailto:mark@urbananimal.net)  
Staff: Michelle Padovan, Danielle Hartmann, Anita Zagami  
Contributors: Trudi Thorpe, Melissa Catt, Adam Gordon, Alex Rosenwax, Mary Woodward, Kevin Duggan  
Cover Photography: By Danielle Lyonne (Animax)  
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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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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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# Who we are and why we do it?

**H**aving pets certainly makes it easier to run a pet magazine, which is obvious. It makes it fun to try out new toys, foods, find new places to go with your pets—as we did to the Hunter Valley this edition—and also making a lot of new friends through your pets.

But there also comes time when one of your fur or feather children pass on from this life and it is always a period of sadness and shock as well as reflection. It can be stressful but also rewarding emotionally to come through it a stronger and more loving person. We experienced that with the best wishes of our friends and pet associates and also learned a lot through the experience of having our second older dog Jerri pass through our lives as a couple.

Part of this is reflected in an article I've written on dealing with the eventuality, whether planned or thrust on one, as an unexpected tragedy. I'm glad to pass on what we've learned through it.

On a brighter note, I've also penned an article, which is the fourth in a very popular series on pet foods—this time looking at fresh or frozen meats and prepared foods. We have used many of these products ourselves as do many pet owners who want to advance beyond kibbles and cans or just want to try something new and hopefully healthy. Our next issue will tackle canned products, which have evolved a lot over the past few years to reflect consumer desires for both nutrition and convenience.

We also thought it appropriate to answer some questions on choosing a pet store, whether it's one that elects not to carry livestock and just supplies or one that has the sort of standards that can combine excellent pet display and care as well as stocking a range of pet products.

We love art and photos and try to feature some in each issue. Lisa and I head to Hawaii on occasion and this trip found an amusing and inspiring pet artist who lives in the same small town of Paia where we got married 15 years ago. And for the photographic side, we were privileged to receive a fantastic book on native birds, which we are also lucky enough to be able to share some arresting images.

It's our summer edition and we can't wait to get Lilly back to the beach and fetch from the surf as well as taking the birds out in their 'pods' for some fresh air and picnics among the natives. We wish you a great summer season to share with your pets and families. Treasure that time!

Phil Tripp – Urban Animal Magazine Publisher



Phil Tripp with Jackson and Roger

**I**'ve decided crying is completely over-rated and frankly it's exhausting. I have a girlfriend who likes nothing better than to have a good bawl. She'll run a bath, immerse herself in foamy bubbles and bawl her eyes out. She claims it's therapeutic and weirdly cathartic. When she emerges from her water-works workout, she feels in better emotional shape and can face the world that much stronger.

With the sudden death of my mum and then Jerri's illness and recent passing, this has been my annus horribilis—I'm over 2007 and can't wait for the clock to tick over to 2008. Just when I think I'm past the crippling grief, a small reminder, thought or memory will set me off all over again.

On the bright side, I've had an invaluable resource at hand—girlfriends. My posse of girlfriends have been there for me throughout this year. From random visits with flowers, emergency pet-minding duties to unlimited hugs and broad shoulders to cry on, each has helped me through this difficult year. They've been there for me and have been one of the reasons I've been functioning at times when I wasn't even able to brush my teeth. The occasional slap of reality from them hasn't hurt either.

Above ignoring bad dental hygiene, one of the great things about having a team of girlfriends is that even through grief, we've all managed to laugh. They've kept me smiling and their humour and good grace has been invaluable. And that's why I predict that 2008 will have more tears—the type of tears you have through lots of shared laughs that only the best girlfriends are able to extract.

*Jerri passed away quietly in the sun, in her own backyard. She got to see Lilly and all the Urban Animal/IMMEDIA staff. She slipped away three hours shy of Lisa and Phil arriving home. She will forever be in our hearts. Heartfelt thanks goes out to the kind and compassionate care of Dr Pam Short and the staff of Gladesville Vet. To Rae from Mobile Acupuncture, we know your expertise & weekly visits helped keep Jerri at her optimum, so too for the special diet from Luciana at Sassy Treats.*

*A special thank you to Harry from Petrest for making something so hard that much easier. To my staff and husband who shared the grief—thank you for understanding and being there. Massive hugs go to Trudi Thorpe and Danielle Lyonne—you both know the lengths you went to and the warmth and love bestowed on both Jerri and me— I owe you big time!*

*And finally to Lilly, you've been my therapy dog.*

Lisa Treen - Urban Animal Editor



## Don't give a boorring gift this Festive Season.

Give a gift that keeps on giving throughout the year.

**Yes!** I want to support Maverick's ongoing therapy. I understand that Mav needs help with his Attention Deficit Disorder and in some small way my subscription will help him with more quality enrichment toys. **\$20**

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

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