

Issue 17, Nov 15, 2008 – Feb 14, 2009

FREE – Take One

urban animal

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



Chris Ameruoso

Celebrity Yapper Snapper



Gourmet Goddesses

Queens of the Pet Food Chain



Your dog

The Best Fitness Machine



Help Line Hell

Comedy from Pet Call
Centre Operators



urban animal

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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. 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 cause pain or injury to animals, or that can negatively affect them. This would include ads for 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 only accept ads from pet shops that sell live animals that we have personally visited and we believe on inspection conform to the highest standards of pet care, marketing, warranty & responsible pet ownership education.

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 (February 15, May 15, August 15, November 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/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 Street, Newtown NSW 2042

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Who we are and why we do it

This begins our fifth year and certainly one of the toughest the pet industry and pet lovers have had to face. Importers are being hammered by the US Dollar and Euro in buying their stock from China and North America and retailers are maintaining low stocks to weather the economic storm. Consumers too face tough choices as to what to spend on, but we don't see them giving up on their fur and feather kids when it comes to food and essentials.



Phil Tripp with Jackson and Roger

The pet industry is not recession-proof but I do believe it will survive better than most others that are based on non-essential luxuries. I saw that at North Sydney markets recently where there was no hesitation from pet owners to buy treats, bones and pet meat. The difference is that the vendor was more motivated to sell to cover his costs and was more engaging with his clientele than I've ever seen him. Good business will keep loyal customers with great service and honest dealing.

We offer consumers great value since we're free and we give the 400 outlets that give us away at no charge to them equal value for their customers. Aside from presenting the new, essential products, great services and lots of information on how to best keep your pet healthy and happy, we give our advertisers, who make this publication possible, a terrific opportunity to present themselves to our market. As you can see by this large issue and 75 ads, we're still thriving despite the downturn.

Since the first issue, being in print and fully free on the web extends our reach greatly. Plus we have a large number of loyal subscribers here and interstate who are happy to pay essentially only the postage to receive three copies of each issue, four times a year.

For those of you who wish to support our puppy Urban Animal, we have a couple of offers below. You can subscribe yourself for \$20 a year or buy a gift subscription and we'll even send a card to your recipient. For the real fans, we've got the Box Set of all 17 issues with extra goodies, all giftwrapped and shipped in time for holiday giftgiving.

Phil Tripp – Urban Animal Publisher

I feel like someone getting the wrap-up in a studio as I've only been given a few words to scribble in here as I write this and I reflect on the past year. I'm happy to confirm that this year has been a great growing year—not only for myself and this magazine—but also for a puppy who was born one year to the date this magazine hits the streets.

Scooter-the-Pooter has been a fabulous addition to the Urban Animal family. As a little pup he came home and treated everyone like long lost friends and that's how it's been all through the year. Sure there have been accidents, poorly chosen items to chew and growing pains. But it's been a delight to have a sweet, soft-eyed dog around. Lilly too has loved him from the moment he bumbled through our door.

No matter what challenges we all face, our pets remind us to take time out and just enjoy simple company. A paw in the face first thing in the morning might be irritating but it's my incentive to get up and moving—even if I don't feel particularly motivated. In the end my impetus is always at the end of the leash. My quiet times often include a dog lounging on the living room floor or napping on my bed while I catch up with my ongoing volume of reading. Doggie snoring is likened to water lapping on the shore, a wagging tail is like an unchecked metronome and whining, well that's just plain annoying.

We're looking forward to a challenging yet dynamic 2009 and know that the changes in the economic climate will force us all to look at our work and lifestyles anew. But no matter what hurdles and obstacles come our way, its important to remember that the best things in life aren't things. Wishing you all a safe end to 2008 and a bright and light start to 2009.

Lisa Treen – Urban Animal Editor



Scooter photo by Animax

Apology



In a recent brochure that Vets All Natural produced 20,000 for its Premium Choice Complete Mix product, we quoted a portion of an Urban Animal article in the brochure. This was done without asking permission of the author, Phil Tripp and without notice. We misspelled his name Phillip Tripp and mistakenly identified him as the Editor, which he is not,. He is the Publisher. Furthermore, the quoted material was taken out of context within the article without the knowledge or approval of Phil Tripp.

He directed us to destroy all copies of the brochure, remove any left at retail outlets, vets or elsewhere, which we have endeavoured to do in a timely manner upon notice of this infringement of Copyright. We did not mean to have his words used as any kind of endorsement of our product and apologise unreservedly for using it without notice or permission.

Andrew Gleeson—General Manager for Vets All Natural

No matter how you celebrate your festive season we hope...

IT ROCKS!



1-year subscription

3 copies of each issue, of four quarterly editions, starting with the February 15th edition—\$20 Yes, Is this a gift.

Box set!

Gift wrapped, 17-issue box set of all our editions from the past 4½ years sent directly to you or your best mate as a holiday gift.

\$60 including GST & postage plus a gift card, wrapping and a little special present. Shipped anytime prior to December 19.

Yes, Is this a gift.

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