

Issue 8, August 15 – November 14, 2006

FREE – Take One

# urban animal

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



**Born to Love Cat**  
The Need to Nurture



**Smiles**  
**Everyone, Smiles**  
Why We Need to Focus  
on Dental Health



**Fear of Fish**  
Creating a Home For  
Your Finned Friends



**PLUS**  
Toy Story  
Rescue Me!  
Jump In My Car  
Cat, Dog and Bird Vets  
Cruising, Cool Car Products  
Driving Your Dog to Distraction  
Driving with Harvey the Carsick Dog  
Why Dogs (& Cats) Look Dumb in Dentures  
Where Can I Find an Obedience Trainer?  
and much more...

# urban animal

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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 'advertising'—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](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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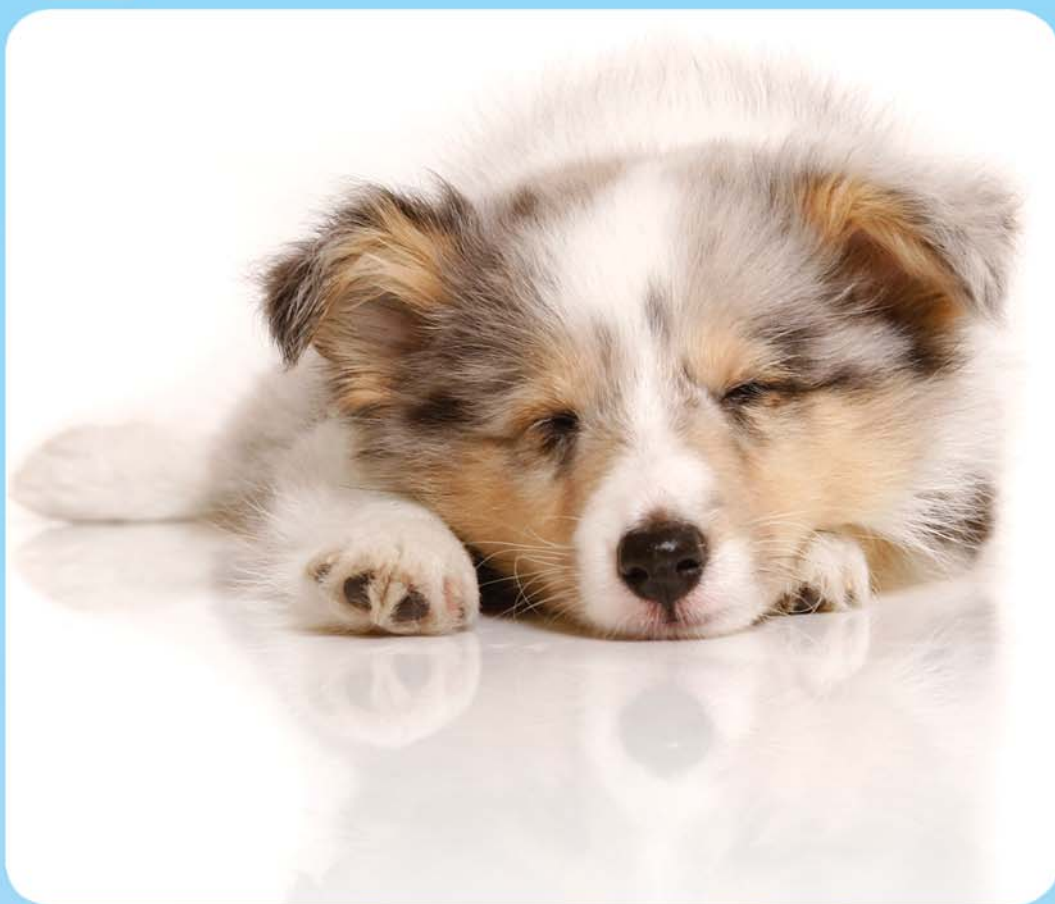
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# Who we are and why we do it?

This issue brings our second year of publication to a close, after first coming out in October 2004 with a 32 page edition that was only 12 pages of gloss colour, 20 pages of newsprint and only 16 advertisers. We've grown to 44 pages of full gloss colour cover-to-cover, over 55 advertisers including the top brands to small pet businesses and a great website with all issues online in full.



Phil Tripp and feathered friends

Our website has been completely redesigned by our inhouse guru Mark Berry to reflect our growth and resources we offer.

You'll find it all at [www.urbananimal.net](http://www.urbananimal.net) where we have a complete list of off-lead dog parks in the Sydney region, all 400+ outlets that carry us, 24 hour emergency services and a special area where we connect you with other pet magazines overseas and here, including over 30 free ones like us.

The latest addition to that list is free, Gold Coast based Paws and Claws which is a beautiful combination of pet and wildlife magazine for that region. We sniffed each other out and they are, like us, a family based publisher with a commitment to animal welfare as well as celebrating pet lifestyle. You'll find them at [www.arcadiapublishing.com.au](http://www.arcadiapublishing.com.au).

In this issue, we've added dedicated fish editorial from now on. We often view fish as ornamental animals rather than pets, but they are actually the biggest pet in numbers as well as continual investment. Most people don't know it, but my last pets in the US before I emigrated here 25 years ago were an iguana and a female tarantula spider. There was no way to bring them, but having cared for them, I don't believe the pet industry in NSW is ready for their sale and few people would be up to the expense and time dedicated to their care. Besides, reptiles can pack a painful bite and let's face it, spiders aren't that cuddly!

If you're a parrothead like me, you'll enjoy the article on toymaking while if you're a petowner on the go, travel writer Bill Daziel takes over our Come Sit Stay section for this issue with his tips on finding great pet friendly places. We had to put the pets in care to take a rest in warmer climes and opted out of reviewing a property this winter.

Thanks so much to all the readers who call, email and write lovely letters, inquire about our flock and pack as well as those incredible advertisers who make this publication possible. Unlike other magazines you see on newsstands that are more advertorial in content, exchanging editorial for the advertising dollar, we remain proudly independent and ethical as we have from day one.

Have a GRRREAT Spring!

Phil Tripp - Urban Animal Publisher

Some time ago I was dreaming of an island paradise. It was a place where I would have my pets around me and would be the idyllic location for all of us to enjoy for the rest of our time together. The parrots would swing happily from palm trees chattering away and ripping into coconuts. Jerri would be found lazing on warm, white sand in the sun. The husband would be reading in a hammock only to venture into our beach shack to retrieve a Mai Tai. The only clothes I would need in my wardrobe would be a bikini and sarongs and Lilly would help me fish and frolic in the warm waters.



Lilly, Lisa Treen and Jerri - Photo by Animax

My dream of an island paradise was brought on by a gripping fear that Lilly would never be the outgoing and social dog I wanted her to be. There were times when I wanted to wear a t-shirt to the park that said "Sorry but my dog's a rescue dog with issues. I'm working on her behaviour, I really am. Please excuse the way she acts, she wasn't socialised as a young puppy. Part of the problem is that she was kicked and intimidated by the people who had her first." But you can't put all that on a t-shirt unless you're the size of a Sumo wrestler.

I see so many people who put great emphasis and importance for their dog to be fabulous social creatures. Often I see these people at the various Council Dog Days, and although these are great events for people to enjoy, there are always a few dogs with inattentive owners who should reconsider dragging their dogs along. Not all humans are outgoing and enjoy mingling and making small talk at a cocktail party. The same can be said for many dogs.

Just where the turning point was for Lilly becoming a much more social dog is hard for me to pinpoint. Was it the water infused with herbal essences, or the acupuncture? Was it the time she went to a boarding facility and had hours of supervised play with other dogs? Or was it just that I started to take control and in doing so became more relaxed? Whatever the case I now am having the kind of morning walks with her that I once dreamed of.

I'm still vigilant when we meet a dog that's 'an unknown quantity' and we steer clear of the more aggressive neighbourhood dogs. But essentially she's just learned how to read the body language of other dogs. This is a tool I truly believe she didn't originally possess.

On recent early morning walks the dream of the island paradise has crept back into my thoughts but not because I want to keep Lilly sequestered away. Nope. That island paradise only seems like a splendid idea because it's been so darn cold.

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 (Nov 15, 2006 & Feb 15, May 15 & Aug 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

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

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