

Issue 18, Feb 15 – May 14, 2009

FREE – Take One

urban animal

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



Kibble Kontroversy

Where Does Your Dog Food Come From?



Reigning Cats & Dogs

Successful Multi-Species Relationships



Dogville

Cinema Goes to the Dogs



PhoDOGraphy

Tips for Taking Great Pet Portraits



urban animal

Published Quarterly by ONYA! Pty Ltd ISSN 1832-1542 ABN 28 056 115 881
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Cover Models: Maxi (Goat) from Steve and Belinda. Charlie (Maltese/Shitzu) from Tarnya Banks

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

Published Quarterly (February 15, May 15, August 15, November 15), with a circulation of 40,000 free copies. All content, advertising rates & info also appear on our website www.urbananimal.net

Proudly produced on Apple Computers. Printed by Rural Press. Distributed through IMMEDIA! Pty Ltd.

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Who we are and why we do it

It's funny to me that I have two documents open: one is this Publisher's Message for our 18th quarterly issue in our fifth year and the other is the Publisher's Message for the 42nd biannual Music Industry Directory in its 21st year. Totally different publications but they share the fact that both are about entertainment. Let's face it, pets entertain us as we do them and this industry built around their care, maintenance and enjoyment is as big as the entertainment business of CDs, films and concerts combined.



Phil Tripp with Jackson and Roger

Though you might enjoy a good movie, a great recording or a fantastic concert, you never mutter like I do so unexpectedly at odd times, "Gee I love my parrots!" I say it in the dark hallway at night on the way to the bathroom, when I wake up in the morning before I even see them as I come downstairs and sometimes to my staff in the house where the birds fly between office and residence and where the two dogs also travel as we work around them. Or work for them.

It's been five years since Lisa and I were in New Orleans and came up with the idea of doing free pet press in Australia—just like Sydney's Child for mums, Drum Media on The Brag for music fans or any number of gay publications. We saw a great magazine in that city and translated the concept to here. Little did we know how popular it would become.

We're grateful for the trust and investment our advertisers put in us which is why, despite tough economic times, this 52 page issue is 10% bigger than last February's 44 page edition. We have fairly strict rules on advertising—we don't do advertorial—giving favourable editorial in exchange for ads—we don't discount or do distress ads which are last minute deals to fill pages and we don't advertise pet junk food product nor ones that can cause pain or injury, like shock collars.

Still, we can't please everyone as you will see in the story 'Why You Can't Find Urban Animal in Pet Barns'. I won't spoil the punchline for you. Rest assured, it didn't damage but did amuse us. Another story that caused a little discomfort with some multinational dog food companies was our look at the recent problems in the news, asking them to give us some info on where their foods are manufactured and a few other details. The responses were interesting and last minute, while independent brands and Australian made products responded within days with no hesitation.

We love getting feedback from our readers and some of their suggestions lead to stories as is the case with the Creepy Critters feature. We get asked to do articles on political or animal rights issues with horrific stories and gory photos submitted to us, but that's not really what we do. There are other magazines for social issues and though we can cop some criticism for celebrating pet lifestyle, we'd rather bring humour and information to our readers than doom and gloom.

Phil Tripp – Urban Animal Publisher

I've recently been reminded that the world is a serious place. I often get sucked into the vortex of global ills through the daily newspapers and TV. Recently, I've been making an effort to switch off the evening news. It's a practice that I've adopted from the philosophy that one of my Aunts—that there's too much doom and gloom in the world and inviting it by way negative media only serves to make us stressed and unhappy.



Lilly

My Aunt is in her early eighties but she's not one of those people who lives with her head in the sand. She's wonderful really, with stacks of interests and a vibrant social life. She marks special occasions like birthdays or the dawning of a new year with her close girlfriends. She stays up late with her friends swapping stories and sharing laughs over a couple of bottles of Moet. Then when the mood takes them they put on Queen and turn the volume really loud. We're talking the rock band Queen not HRH Queen Elizabeth.

They sing along and lament that such a talent like Freddy Mercury was taken too soon. They put on DVDs and watch past live performances and wish that there could be more music like Queen. My Aunt and Uncle live on a farm that's become more hobby than working these days. But loud music late at night isn't a concern—the only neighbours they could possibly disturb are sheep.

My Aunt's always had dogs—a Labrador as the house-dog and their working dog. Their Labradors have always been the size of 'well-loved' and the working dog's lean. The working dog gets the super-premium dog food, the Labrador gets 'normal' food.

My Aunt was an early pioneer in organic and hydroponic methods of horticulture. She also keeps herself busy enjoying art and is a talented painter. When many people would have thought about slowing down, she's managed to keep a cracking pace.

I stayed on the farm not so long ago and she came into the kitchen cursing the peacocks that roam their property. She had caught these plumaged marauders eating the monarch butterfly caterpillars in her greenhouse. Not knowing much about horticulture, I asked what purpose the caterpillars had, assuming that there was some weirdly symbiotic relationship between them and the produce she grows. A Lepidoptera collaboration with the herbs, lettuce and tomatoes perhaps. "Oh no," she laughed "they serve no purpose, I love them because they are beautiful."

There's plenty of evidence to say that genes play a role in longevity but other factors like staying active—both physically and mentally, reducing stress and having a lively social life are all contributors. Pets are also high on the list because they give as all a purpose and companionship.

I only hope that when I'm an Octogenarian I'll be just like my Aunty, having a laugh with my friends, slurping Moet, enjoying simple beauty, with a dog at my side and cranking rock music up to 11.

Lisa Treen – Urban Animal Editor

So you think you can dance, Scooter?

Scooter has the music in him but he needs help achieving his dream to be a doggie dancer.

Subscribe to Urban Animal and you can help Scooter get moving.

Yes! I want to help put Scooter through dog dance school. In some small way I know that Scooter will be on the way to learning the Salsa, Swing, Tango, Samba and Jive. **\$20**

Yes! I want to give a loved one a gift subscription for 1 year starting May 15, 2009. **\$20**

In some small way I know this kind gift will keep on giving as it will help Scooter develop his own dance style. My gift will assist Scooter to learn how to krump, hip hop and do the jerky Boot Scooter Shuffle

Yes! I wish to purchase the following back issues of Urban Animal for **\$5 each**:

- #17 (Nov 2008)
- #16 (Aug 2008)
- #15 (May 2008)
- #14 (Feb 2008)
- #13 (Nov 2007)
- #12 (Aug 2007)
- #11 (May 2007)
- #10 (Feb 2007)
- #9 (Nov 2006)
- #8 (Aug 2006)
- #7 (May 2006)
- #6 (Feb 2006)
- #5 (Oct 2005)
- #4 (July 2005)
- #3 (April 2005)
- #2 (Jan 2005)
- #1 (Oct 2004)



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✂

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