

INTRODUCING
Goldfish Rocks

Add Goldfish Rocks to your fish bowl for AMAZING RESULTS!

- * Reduces Odours!
- * Fights Algae!
- * Creates a Happy, Healthy water environment for your fish!
- * Eliminates Ammonia and other dangerous toxins!

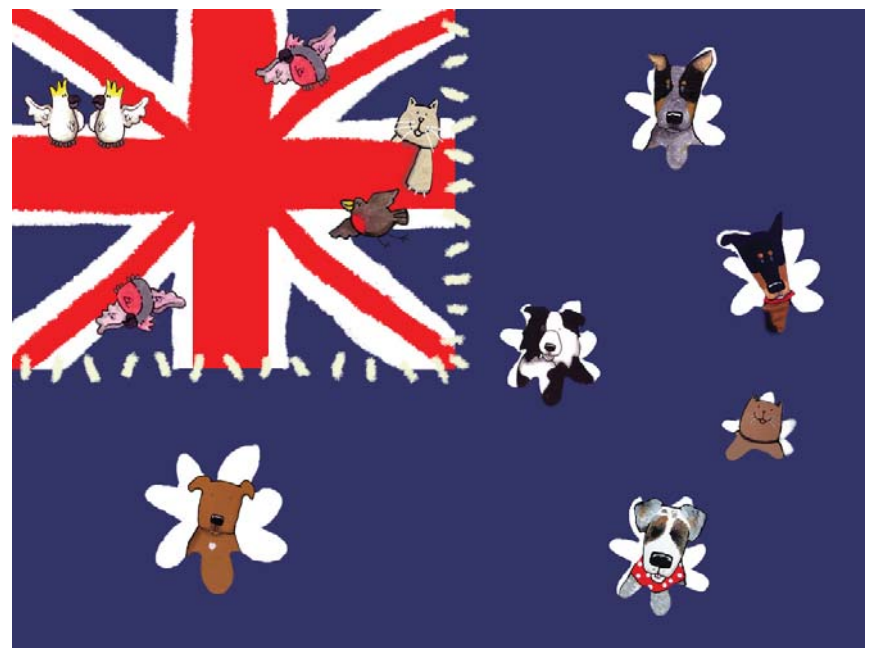


Also Available -
The New
Dog Rocks™
600g Value Bag!



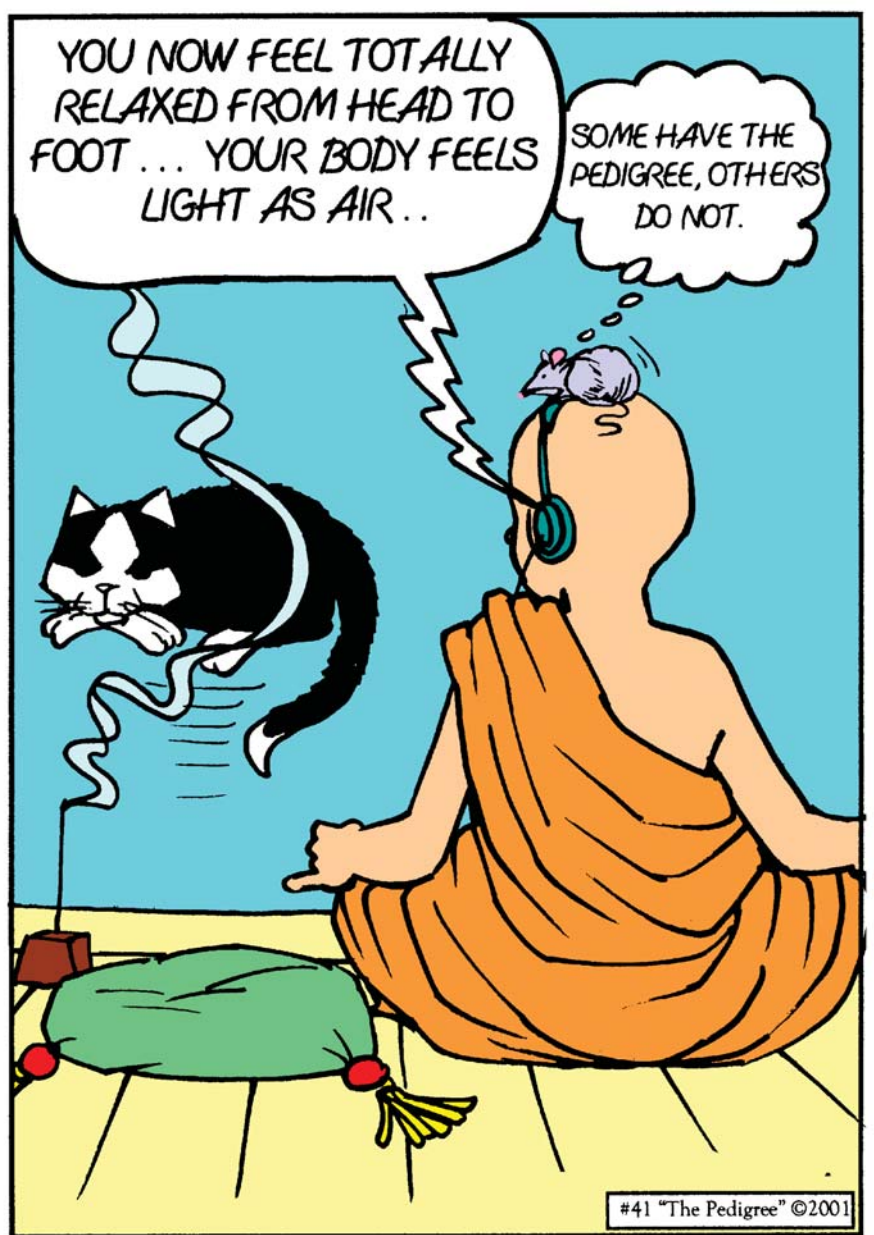
Info Line
1800 032 139

Available at All Leading Pet Stores



In response to recent controversy towards the Australian flag, Urban Animal has a new design idea. Hear Our Creed, Love All Breeds from top clockwise: Cattle Dog; Kelpie, Domestic Shorthaired Moggy, Australian Shepherd, Border Collie; Large Star - Australian Mutt/Dingo Cross-Breed.

DHARMA THE CAT *by David & Ted*



Visit Dharma & friends at www.DharmaTheCat.com, winner of the 10 Best On The Web Award.

Magnetic Therapy

HELP YOUR PET... **the natural way!**

Magnetic therapy is fast becoming popular amongst pet owners as a non invasive and completely natural healing process suitable for cats & dogs.

The magnetic energy generated penetrates the body and interacts with the circulatory and nervous systems, stimulating blood flow, reducing pain and assisting the body's natural healing process.

Arthritis . Joint Ailments . Chronic Pain . Post Op Recovery . Hip Dysplasia . Skin Conditions . General Wellbeing . Lots more...

magnetic pet beds

Available in 100% Australian Wool Fleece or Colour Fast Cotton



Our pet beds are made with a removable inner magnetic pad for easy care.



Available from leading pet stores
Distributed by: Prestige Pet Products Pty Ltd
Stockist Enquiries Ph: 1800 265 527
www.prestigepetproducts.com.au

Creature Comforts Product Suppliers (pages 18 and 19):

- 2 pack neon hermit crab shells by Zoo Med item # HC-42 available through Pets Pacific ph: 4728 6000
- Dog Love You sterling silver bracelet through Stone Candy ph: 0412 469 996
- Hide 'N' Squeaks Pup 'N' Kit toys Bunny item #07284; Cat item #07282 Dog item #07283 through Mik Mak (02) 9427 1998
- Flexi Comfort Compact lead through Pets Pacific ph: (02) 4728 6000
- Hamish McBeth collars, leads and accessories www.hamishmcbeth.com ph: (07) 5597 6681
- Interactive Puppy Teether Toy by Kra-Mar ph: (02) 9644 7400 bone item #14870; triangle item #14871 & ring item #14872
- Karlie Cat Tunnel through Masterpet www.masterpet.co.nz
- Safety Pumice Perch through Prestige Pets ph: (07) 5428 2990 items #98-0600, 98-0610, 98-0620 & 98-0630
- What's Your Name? collars fax: (02) 9517 1459; email: info@whatsyourname.com.au; web: www.whatsyourname.com.au
- Oakwood Aussie Shine Pet Products order online www.oakwoodpetcare.com for stockists or Prestige Pet Products ph: (07) 5428 2990
- Dog Training Pack published by Pan Macmillan ISBN 1-4050-3661-3

Advertise with Urban Animal

May 15, August 15, November 15, 2006 & February 15, 2007.

Advertising Opportunities

Because of our cross-media strategy of a free print 'on-the-street' & online presence, our advertisers benefit from a synergy that attracts the greatest possible reach to a well-educated and affluent audience. Our website at <http://www.urbananimal.net> & <http://www.urbananimal.net.au> & the print magazine are a great marketing mix for:

- Pet Food Manufacturers & Specialty Foods
- Pet Retailers & Pet Stores
- Healthcare & Nutrition Products
- Pet Toy & Specialty Products
- Veterinarians & Pet Health Providers
- Pet Boarding & Minding Services
- Pet Training/Exercise Services
- Pet Travel, Tourism & Transport
- Pet Grooming Services
- Animal Art & Photography
- Pet Fashion
- Pet Safety & Enclosures
- Pet Publications & Book Suppliers
- Pet Events & Entertainment
- Pet Insurance & Medical Plans
- Pet Accessories & Frivolities

Advertising Shapes and Sizes

Full Page

(26 x 38cm)
Mono \$2400
1 colour \$2600
2 colour \$2750
Full colour \$2850



Half Page Vertical

(13 x 38cm)
Mono \$1500
1 colour \$1700
2 colour \$1850
Full colour \$1950



Quarter Page Vertical

(13 x 18.5cm)
Mono \$900
1 colour \$1100
2 colour \$1250
Full colour \$1350



Sixth Page Vertical

(8.5 x 18.5cm)
Mono \$750
1 colour \$950
2 colour \$1100
Full colour \$1200



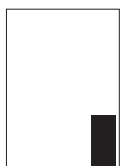
Eighth Page Rectangle

(13 x 9cm)
Mono \$500
1 colour \$700
2 colour \$850
Full colour \$950



Twelfth Page Vertical

(6 x 12.5cm)
Mono Only \$350



10% Loading Right Hand Page

Artwork Deadlines

For the May 15, 2006 edition. **Booking deadline - April 25th. Artwork required by May 1st.**
For the August 15, 2006 edition. **Booking deadline - July 25th. Artwork required by August 1st.**
For the November 15, 2006 edition. **Booking deadline - October 25th. Artwork is required by November 1st.**
For the February 15, 2007 edition. **Booking deadline - January 25th. Artwork is required by February 1st.**

For Art Submissions

Contact: Mark Berry
p. (02) 9557 7766
e. markb@immedia.com.au
All artwork must be supplied as per the exact sizes above.
We accept electronic artwork - JPEG or PDF ONLY.
Fonts must be included, embedded or outlined if a PDF is supplied.
High Res 300DPI file.
Absolutely NO Microsoft Word documents please.

Distribution

40,000 copies delivered free quarterly to a mix of over 300 venues where pet owners congregate, obtain products or services and take their pets.
Primary venues for free pickup are:

- Pet stores
- Veterinary clinics
- Grooming and minding services
- Boarding kennels
- Animal shelters & rescue facilities
- Pet events (such as council pet days, Pet Expos and trade shows)
- Pet training operators
- Pet mobile services
- Inner urban and suburban cafes and restaurants that attract pet owners

All ads that appear in the print version of Urban Animal also appear in the web version.

The primary distribution is to Sydney and its suburbs stretching as far as Newcastle to the north, Wollongong to the south and in an arc west to Katoomba.

Junior/Bastard Half Page

(19 x 26cm)
Mono \$1750
1 colour \$1950
2 colour \$2100
Full colour \$2200



Half Page Horizontal

(26 x 18.5cm)
Mono \$1500
1 colour \$1700
2 colour \$1850
Full colour \$1950



Quarter Page Horizontal

(26 x 9cm)
Mono \$900
1 colour \$1100
2 colour \$1250
Full colour \$1350



Sixth Page Horizontal

(13 x 12cm)
Mono \$750
1 colour \$950
2 colour \$1100
Full colour \$1200



Eighth Page Horizontal

(26 x 4cm)
Mono \$500
1 colour \$700
2 colour \$850
Full colour \$950



Twelfth Page Horizontal

(12.5 x 6cm)
Mono Only \$350



Discounts

10% for 2 insertions or 20% for 4 insertions

For Bookings

Contact: Phil Tripp
p. (02) 9557 7766
e. topdog@urbananimal.net
Or for more information visit our website at
<http://www.urbananimal.net> &
<http://www.urbananimal.net.au>



Photo by Animax

Ate my
favourite shoes.

Ate the
TV remote.

Ate my
girlfriend's jumper.



Won't eat just any dog food.

Since he was a puppy, you've only fed him the very best—Hill's* Science Diet*. Not only does he love the great taste, but he's also eating the Superior Antioxidant Formula¹ only Science Diet* can provide. So, no matter what else in the house makes it into his mouth, only Science Diet* makes it into his bowl.

Available exclusively at premium pet food retailers RSPCA and veterinarians.
For more information, visit www.ScienceDiet.com.au



Worldwide No.1 Choice of Veterinarians[†]

¹Higher level of Vitamins E + C versus all leading brands. [†]Among small animal veterinarians. Science Diet* is available as Science Plan* in Europe. ©2003 Hill's Pet Nutrition, Inc. *Trademarks owned by Hill's Pet Nutrition, Inc. ID2652E

