



LETTER FROM THE PUBLISHER

Pet Industry News has published the Industry magazine for the past 28 years and in that time so much has changed in the industry. Battles have been fought to keep animals in pet shops as well as bringing different animals such as reptiles. Larger retail groups have formed, and smaller retailers have disappeared. Pet Industry News has been at the forefront of these battles keeping the industry up to date with all the news.

Technology has also changed, and Pet Industry News published the magazine on-line as well as distributing the hard copy to all those that have an interest in the Pet Industry in Australia and overseas. Last year we were forced to cease distributing the hard copy to New Zealand and many overseas companies due to the very high cost of postage. We continued to send the digital copy of each issue to these overseas businesses, and it seems to have been well accepted.

Australia Post increase their prices at least once a year, every year, while taking longer to deliver the magazines. So, the time has come to say no more. Petnews Australia Pty Ltd is a private company and cannot afford to run at a loss.

This issue of PIN will be the last hard copy to be distributed.

The magazine will continue, 4 issues per year as well as the weekly newsletter. The directory will still appear in the digital magazine as well as the on-line directory. Our regular journalists Caroline Zambrano and John Dawes will continue writing their articles as well as other writers that specialise in various aspects of the pet industry. There will also be valuable articles which will help small business operators.

Advertising rates will become much more affordable particularly for smaller business giving them the chance to compete with the larger companies. Once this issue is distributed, I will publish the advertising rates on my website.

In some ways it is the end of an era but not the end of the magazine and I believe the magazine will thrive in its new format.

My best wishes to you all for 2019 and beyond.

Bob Croucher

Pet Industry News On-Line. Where to find and how to read Pet Industry News on-line

1

Issue 29 No 1

From the home page www.petnews.com.au click on the cover of the current issue.

This format is a 48-page PDF which can be viewed on screen or downloaded to your own computer or pad for reading at your leisure.

2

Issue 29 No 1

This format is individual pages that you can view on-line or download the pages that interest you, to your own computer or pad.

From the home page www.petnews.com.au click on "Magazine".

3

Issue 29 No 1

This format can be viewed as a page-turn book on-line.

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