Pet Reptile

Magazine Research Record



October 1997. The inaugural issue, confirmed by the editor's introduction. The publication later numbered its monthly issues, with June 1998 appearing as Issue 9.

Publication Identification

Field	Information
Country	United Kingdom
Publisher	Freestyle Publications Ltd. (October 1997 inaugural-issue masthead)
Publisher address	Alexander House, Ling Road, Tower Park, Poole, Dorset BH12 4NZ, United Kingdom (October 1997 masthead)
Magazine title	Pet Reptile
Publication status	Discontinued. Independent periodical indexing reports that publication ended in 2001.
Publication run	Inaugural issue confirmed as October 1997 by the editor's statement; documented copies extend through June 2001. Exact final issue designation: Pending research update.
Editor	Gethin James (October 1997 inaugural issue)
Printer	Pending research update
ISSN	1361-3989 (printed October 1997 masthead); 1369-2510 inferred from cover EAN. Discrepancy pending research update.
Language	English
Publication type	Reptile, amphibian and invertebrate hobby magazine
Publication frequency	Monthly; inaugural masthead states 12 issues per year.
Collection coverage	11 issues, October 1997 through June 2001
Earliest issue represented	October 1997, identified as the first issue in the editor's introduction; issue number not printed on the cover
Latest issue represented	June 2001, Issue 45
Represented date span	October 1997 through June 2001
Represented physical set	11 issues
End of publication	Independent herpetological periodical indexes state that Pet Reptile ceased publication in 2001.
Editorial scope	Reptiles, amphibians and invertebrates, with husbandry, species profiles, feeding, health, breeding, travel and natural history.

Publisher shown on represented issues	Freestyle Publications Ltd., confirmed by October 1997 masthead; named publisher Mark Nuttall

Preservation Significance

The represented Pet Reptile run preserves an important late 1990s and early 2000s British hobby publication at a time when specialist reptile keeping information was still heavily dependent on print magazines. The covers show a strongly practical editorial approach, with recurring material on husbandry, feeding, hygiene, breeding, travel, wild herpetology and the care of snakes, lizards, amphibians and invertebrates.

The October 1997 inaugural editorial, signed by Gethin James, provides direct evidence of the magazine's founding purpose. It describes a monthly publication intended to give both beginners and experienced keepers balanced, factual guidance on reptiles, amphibians and invertebrates. The editor explicitly contrasts its approach with sensationalized tabloid portrayals of exotic pets. This opening statement is especially valuable because it documents the educational aims and public perceptions that the magazine sought to address at its launch.

Snakes are particularly prominent across the represented set. The June 1998 issue centers on scorpions but still includes a snake photograph in a secondary cover image. February 1999 features boas, March 1999 features an anaconda, March 2001 centers on pythons and boas, June 2001 places a green tree python on the cover, and several other issues feature snakes as either the principal image or a secondary photograph. This makes the run useful for documenting how snakes were marketed to British keepers during this period.

The October 1997 copy is confirmed as the inaugural issue by Gethin James's opening editorial, which welcomes readers to the first issue. June 1998 is explicitly numbered Issue 9. The October 1997 cover itself does not print a number, so it remains identified by date and inaugural status without assigning a number not verified in the physical issue.

Independent periodical indexing identifies Pet Reptile as a United Kingdom publication aimed at a relatively accessible or entry level readership while still containing useful herpetological articles. The same indexing records that the title had ceased publication by 2001, giving the surviving physical copies additional preservation importance.

Publication Metadata and Masthead Documentation

The October 1997 inaugural masthead identifies Gethin James as Editor, Mark Nuttall as Publisher, and Freestyle Publications Ltd. at Alexander House, Ling Road, Tower Park, Poole, Dorset BH12 4NZ. Other identified staff include Art Editor Kellie Parsons and Production Editor Courtney Freedman. The masthead confirms 12 issues annually. Its printed ISSN is 1361-3989, while the serial EAN visible on the covers has previously been interpreted as 1369-2510. These conflicting identifiers require further verification. Printer: Pending research update.

The inaugural contents and personnel page also identifies staff responsible for art, production, photography, advertising, design and subscriptions. It lists the publisher's historical telephone and fax

details and subscription prices for the United Kingdom, Europe and overseas readers. These credits apply specifically to the documented October 1997 issue and should not be assumed unchanged across the full run.

International Distribution

The October 1997 issue displays a United Kingdom cover price of £2.85. The publication is independently identified as British. The supplied cover does not establish named overseas distributors or circulation volumes, so international distribution beyond the documented United Kingdom market remains unverified.

The inaugural masthead lists subscription prices for the United Kingdom (£34), Europe (£48), worldwide surface delivery (£48), and worldwide airmail (£63), providing contemporary evidence that subscriptions were offered internationally. This does not establish actual overseas circulation figures or named distributors.

Issues Represented in the Collection

Field	Information
1997	October. Issue number not printed on the supplied cover.
1998	June, Issue 9.
1999	February, Issue 17; March, Issue 18; November, Issue 26; December, Issue 27.
2000	January, Issue 28; June, Issue 33; October, Issue 37.
2001	March, Issue 42; June, Issue 45.

Cover and Editorial Themes

The covers document a mixture of animal care and general herpetology. Topics visible on the represented copies include keeping scorpions, reptile nutrition, garden reptiles, anacondas, reticulated pythons, black mambas, boas, corn snakes, hygiene, tropical enclosure design, giant snake records, western hognose behavior, mixed species keeping, shedding, hatching snakes, python and boa care, slow worms, crocodile facilities and spotted turtles.

The October 1997 cover also advertises “Is your pet safe?”, “Live food: cruel or natural?”, and “Setting up home for your snake.” These prominent cover subjects provide direct evidence of the period’s questions about animal welfare, feeding practices, and practical snake housing.

The repeated subtitle “Including Amphibians and Invertebrates” is significant because it shows that the magazine used “Reptile” as a broad hobby identity rather than limiting its coverage to reptiles alone. The cover strap line “The UK’s best selling reptile magazine” appears repeatedly on represented issues and documents the publication’s own marketing claim during the period.

Publication History and Independent Verification

An independent British herpetological periodical index identifies Pet Reptile as a European magazine published in the United Kingdom, describes it as relatively accessible to newer keepers, and records that it wound up in 2001. The same index lists specific Pet Reptile issues from the late 1990s and 2001, independently confirming the title's existence and broad date range.

The October 1997 contents and editorial page supplies contemporary primary evidence for the first issue, named editorial personnel, publisher address, publication frequency, and the original aim of providing accessible, factual exotic-pet information.

The October 1997 inaugural masthead explicitly prints ISSN 1361-3989. A serial EAN on represented covers begins 97713692510 and previously yielded the different inferred ISSN 1369-2510. Because these sources disagree, both are documented as printed or inferred, respectively; the publication's correct ISSN requires verification. Cover dates and issue numbers remain the primary evidence for represented holdings.

Website Category Placement

Field	Information
Primary section	Magazine Preservation
Country grouping	United Kingdom
Publication title	Pet Reptile
Represented span	1997 through 2001
Primary preservation emphasis	British herpetoculture, snake keeping, practical husbandry, late print era hobby publishing and a discontinued magazine title

Source Notes

Field	Information
Physical covers	Primary evidence for dates, issue numbers, cover subjects, prices, Freestyle branding and the repeated subtitle "Including Amphibians and Invertebrates."
Cyberlizard herpetological periodical index	Independent evidence that Pet Reptile was a United Kingdom publication and ceased publication in 2001. The index also lists multiple Pet Reptile issues from the represented era.
Cover serial barcodes	The EAN on represented covers implies 1369-2510, which conflicts with ISSN 1361-3989 printed in the October 1997 masthead. Pending research update.
October 1997 inaugural editorial and masthead	Primary evidence for first-issue status, editor Gethin James, publisher Mark Nuttall, Freestyle Publications Ltd. address, staff credits, monthly schedule, subscription markets, and printed ISSN 1361-3989.

Research Cautions

The October 1997 cover does not visibly print an issue number. The editor's introduction independently identifies it as the first issue. Do not assign "Issue 1" as a printed designation without confirmation from the issue itself.

The represented physical set is incomplete. Missing months and issue numbers should not be reconstructed as owned copies unless additional physical issues are documented.

Publisher and editorial staff may have changed during the run. Freestyle branding is visible on represented copies, but a complete masthead comparison would be required to document every corporate or editorial change across the full publication history.