Practical Reptile Keeping

Magazine Research Record



July 2009 launch issue. The cover is marked "NEW" and provides physical evidence for the beginning of the represented run.

Publication Identification

Field	Information
Country	United Kingdom
Publisher	Kelsey Publishing Group / Kelsey Publishing Limited, United Kingdom
Publisher address	Kelsey Publishing Group, Cudham Tithe Barn, Berry's Hill, Cudham, Kent TN16 3AG
Magazine title	Practical Reptile Keeping
Publication status	Continuing publication documented through 2026
Publication run	Launched July 2009; continuing publication documented through 2026
Editor	David Alderton
Printer	William Gibbons & Sons Ltd., Willenhall, West Midlands
ISSN	2040-0675. The represented cover barcodes encode the serial identifier in standard EAN form.
Language	English
Publication type	Monthly herpetoculture and reptile husbandry magazine
Publication frequency	Monthly. The represented covers use monthly dates, with occasional seasonal wording such as "Summer."
Collection coverage	56 physical copies were reviewed. Four are duplicate issues, leaving 52 unique represented issues.
Earliest issue represented	July 2009
Latest issue represented	November 2017
Country	United Kingdom
Magazine title	Practical Reptile Keeping
Language	English
Publication type	Monthly herpetoculture and reptile husbandry magazine
Launch	July 2009. The earliest represented cover is explicitly marked "NEW," and independent contemporary and current publication records identify the title as having launched in 2009.
Publication frequency	Monthly. The represented covers use monthly dates, with occasional seasonal wording such as "Summer."
Publisher during represented run	Kelsey Publishing Group / Kelsey Publishing Limited, United Kingdom

Field	Information
Editor documented for represented run	David Alderton
ISSN	2040-0675. The represented cover barcodes encode the serial identifier in standard EAN form.
Website	www.practicalreptilekeeping.co.uk
Publisher address documented on represented material	Kelsey Publishing Group, Cudham Tithe Barn, Berry's Hill, Cudham, Kent TN16 3AG
Distribution documented on represented material	Marketforce
Printing documented on represented material	William Gibbons & Sons Ltd., Willenhall, West Midlands
Editorial focus	Snakes, lizards, tortoises, turtles, amphibians and invertebrates, with practical coverage of husbandry, breeding, health, behavior, enclosure design, lighting, feeding, conservation, species profiles and veterinary topics.
Represented physical set	56 physical copies were reviewed. Four are duplicate issues, leaving 52 unique represented issues.
Represented date span	July 2009 through November 2017

Preservation Significance

Practical Reptile Keeping is significant within the preservation project because the represented set begins with the July 2009 launch issue and then follows the magazine across much of its early development. The surviving covers document changes in reptile husbandry, breeding, veterinary care, behavior, enclosure design, lighting, nutrition, conservation and popular species over more than eight years. Because the magazine was written for keepers rather than for a strictly academic audience, it preserves a detailed record of what practical reptile care information was being presented to hobbyists at specific points in time.

The set is also unusually useful for studying the changing visual culture of herpetoculture. Cover design consistently combines dramatic animal photography with short statements about husbandry, behavior, health and breeding. Subjects include safe snake handling, reptile recognition and communication, snake mating, maternal incubation, reptile training, bioactive enclosures, lighting, ultraviolet exposure, obesity, veterinary advances, conservation, captive breeding and species selection. These covers preserve not only which animals were popular, but also which questions and care concerns publishers believed were important enough to place before a general reptile keeping audience.

A complete cover review of the 56 physical copies produced a notable result: every single cover contains at least one photograph of a snake. This remains true even when the principal cover animal is a tortoise, turtle, frog, gecko, chameleon, monitor or other reptile. In those cases a snake frequently appears in a smaller photograph, inset or secondary feature. The pattern provides direct visual evidence of how central snakes remained to the magazine's identity and marketing throughout the represented run.

The July 2009 launch issue adds particular preservation value because it documents the title at the moment of introduction. Later represented issues show the magazine becoming an established monthly publication, with numbered issues visible on many later covers, including No. 54 in October 2013, No. 70 in January 2015, No. 82 in December 2015, No. 89 in July 2016 and No. 105 in November 2017. Together, these physical issues preserve a substantial early cross section of a British reptile periodical that continues to circulate years after the represented collection ends.

Special Preservation Note: Snake Imagery Across the Entire Set

The 56 cover photographs were reviewed individually, including small secondary images placed along the bottom and sides of the covers. No cover in the represented group is snake free. The result is particularly informative because many issues appear at first glance to be centered on other animals. For example, covers led by White's tree frogs, cane toads, tortoises, turtles, chameleons, leopard geckos and bearded dragons still include a snake photograph elsewhere in the cover design. This repeated visual presence of snakes is itself an archival characteristic of the publication and should be preserved as part of the record.

Issues Represented in the Collection

Field	Information
2009	July; October
2010	March; April; June; August; September; November; December
2011	January; March; April; May; June; July; September; December

Field	Information
2012	February; March; April; May; August; September; October; November; December
2013	January; March; April; May; June; Summer; July; October; November; December
2014	January, No. 57; February, No. 58; March, No. 59; April, No. 60; May, No. 61; June, No. 62; July, No. 63; Summer, No. 65; September, No. 66; October, No. 67; December, No. 69
2015	January, No. 70; June, No. 75; December, No. 82
2016	July, No. 89
2017	November, No. 105

The inventory above records only issues physically represented by the supplied covers. Missing months or issue numbers have not been reconstructed or added from outside sources.

Duplicate Physical Copies

Field	Information
June 2010	Two physical copies represented
April 2013	Two physical copies represented
Summer 2014, No. 65	Two physical copies represented
December 2014, No. 69	Two physical copies represented

These four duplicate issues account for the difference between 56 physical copies and 52 unique issues.

Editorial Scope and Historical Themes

The represented covers show Practical Reptile Keeping operating as a broad husbandry magazine rather than a publication devoted only to species profiles. Early issues already combine care instruction with animal natural history. The July 2009 launch issue promotes Green Tree Pythons and their care alongside turtles, day geckos, Uromastyx and tarantulas. By 2010 and 2011 the covers include subjects such as reptile health care, snake breeding, reptile vision, body language, recognition, nervous systems, planted vivaria and lighting.

The 2012 and 2013 issues show a growing emphasis on behavior and welfare related questions. Covers ask whether snakes can be sexed by sight, discuss maternal incubation, promote safe handling, describe naturalistic snake setups, advertise training and learning, and present reptile therapy, health care and veterinary subjects. This makes the run useful for tracing how the hobby's public language moved beyond basic feeding and housing toward behavior, cognition, enrichment and evidence based husbandry questions.

The later represented issues continue this pattern while adding stronger attention to rescue, conservation, bioactivity and veterinary care. Covers discuss species in need of help, reptile rescue, snakes and ultraviolet exposure, why the world needs snakes, obesity in bearded dragons, reproductive health, planted enclosures and dry grassland bioactive setups. The result is a long visual and editorial record of changing expectations surrounding responsible captive reptile care.

Cover Evidence and Visual Continuity

The represented covers maintain a recognizable visual identity built around the large green and yellow Practical Reptile Keeping masthead, a principal animal photograph and multiple secondary cover lines or inset images. The July 2009 cover carries a "NEW" corner banner. Later issues progressively add issue numbers, buyer guides, health notices, prize promotions, veterinary callouts and feature boxes while retaining the same basic identity. The continuity makes the set useful for documenting both publication history and changes in reptile hobby marketing.

Snake imagery appears in multiple roles. Some issues use a snake as the principal cover subject, including milk snakes, kingsnakes, pythons, boas and other colubrids. Other issues place a snake in a smaller secondary image while foregrounding frogs, tortoises, turtles, geckos or lizards. The persistence of snake imagery across every represented copy provides a measurable visual pattern rather than a general impression.

Independent Verification and Continuing Publication

Independent publication records support the physical evidence. OverDrive currently describes Practical Reptile Keeping as a monthly English language herp care magazine launched in 2009, with an international readership and coverage of snakes, lizards, tortoises, turtles, amphibians and invertebrates. Current OverDrive listings show issues continuing through 2026, confirming that the title remained active well beyond the 2017 endpoint of this represented set.

A 2015 NLA Media Access magazine list identifies Practical Reptile Keeping under Kelsey Publishing Limited. Contemporary and later media directory records likewise describe the title as a United Kingdom monthly herpetology magazine. These independent records are consistent with the publisher, country and frequency visible in the surviving physical material.

Website Category Placement

Field	Information
Primary section	Magazine Preservation
Country grouping	United Kingdom
Publication title	Practical Reptile Keeping
Represented span	2009 through 2017
Physical copies reviewed	56
Unique represented issues	52
Publication frequency	Monthly
Primary preservation emphasis	Early publication history, British herpetoculture, practical husbandry, breeding, veterinary care, reptile behavior, enclosure design, visual publishing history and persistent snake representation across the cover set

Source Notes

Field	Information
Physical covers	Primary evidence for represented dates, issue numbers where printed, prices, cover subjects, the July 2009 launch marking, cover design, duplicate copies and the cover by cover snake image survey.
Collection publication details	Evidence for Kelsey Publishing Group, the Cudham, Kent address, editor David Alderton, Marketforce distribution and William Gibbons & Sons Ltd. printing during the represented run.
Practical Reptile Keeping website / surviving title identity	Supports the publication title and long running specialist focus.
OverDrive magazine records	Independent evidence that the publication was launched in 2009, is monthly, covers the major reptile and amphibian keeping categories, attracts an international readership and remains in circulation in 2026.
NLA Media Access, July 2015 magazine list	Independent evidence identifying Practical Reptile Keeping with Kelsey Publishing Limited in 2015.
Cover barcode sequence	Primary physical evidence supporting ISSN 2040-0675 through the standard serial barcode encoding visible on represented issues.

Research Cautions

- The 56 uploaded photographs represent 52 unique issues because June 2010, April 2013, Summer 2014 No. 65 and December 2014 No. 69 each appear twice. Duplicate physical copies should not be counted as separate publication issues.
- The represented set is substantial but not complete. Missing months and missing issue numbers should not be filled in without direct evidence from physical issues, publisher records or reliable serial catalogues.
- Seasonal wording such as “Summer 2013” and “Summer 2014” appears within a publication otherwise identified as monthly. Those labels should be preserved exactly as printed rather than automatically converted to a calendar month.

- Publisher, editor, printer and distributor details are documented for the represented period. They should not automatically be assumed to remain unchanged for later issues without examining later mastheads.
- The statement that every represented cover contains a snake photograph applies specifically to the 56 physical copies reviewed for this record. It should not be generalized to every issue ever published unless the complete run is examined.

Prepared as part of the Magazine Preservation Project.