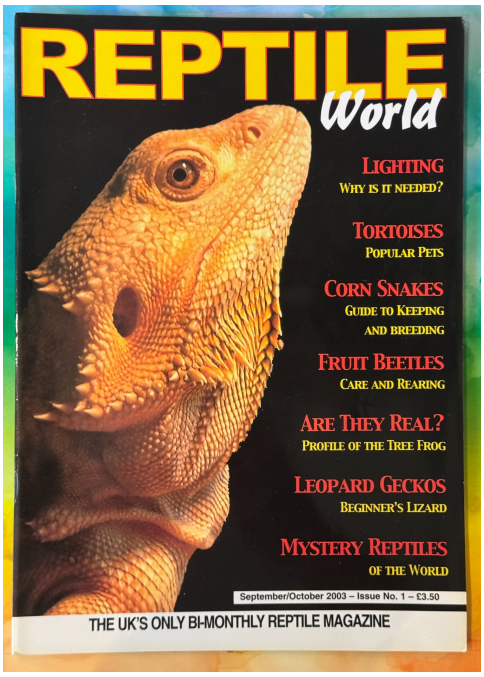
Reptile World

Magazine Research Record



Issue No. 1, September/October 2003. Premiere issue represented in the collection.

Publication Identification

Field	Information
Country	United Kingdom
Publisher	Marine World Publications Ltd.; renamed Valley Publishing Ltd. effective February 5, 2004
Publisher address	Aero Mill, Kershaw Street, Church, Accrington, Lancashire, BB5 4JS
Magazine title	Reptile World
Publication status	Pending research update
Publication run	First issue September/October 2003. Exact final issue and full run: Pending research update
Editor	Liz Donlan
Printer	Nayler the Printer Ltd., Accrington, Lancashire
ISSN	Pending research update
Language	English
Publication type	Specialist reptile, amphibian and invertebrate keeping magazine
Publication frequency	Bimonthly
Collection coverage	Issues 1, 2, 3, 4 and 6 (2003–2004); Issue 5 not represented
Earliest issue represented	Issue No. 1, September/October 2003
Latest issue represented	Issue No. 6, July/August 2004
Years represented in the collection	2003 and 2004
Publisher / organization	Marine World Publications Ltd.; renamed Valley Publishing Ltd. effective February 5, 2004
Editor / publisher	Liz Donlan
Frequency	Bimonthly
Premiere issue	Issue No. 1, September/October 2003
Issues represented	Nos. 1, 2, 3, 4 and 6. Issue No. 5 is not currently represented.

Preservation Significance

Reptile World has particular preservation significance because the collection begins with the premiere issue and preserves an almost consecutive record of the magazine's first year. Issues 1 through 4 are present, followed by Issue

6, with only Issue 5 missing from the opening sequence. The surviving magazines document the publication as it was being created, introduced to readers and developed, rather than preserving only isolated issues from an established title. The first issue contains the publisher's own account of how Reptile World began after Marine World Publications Ltd. identified demand for a regular reptile magazine in the United Kingdom. Later editorials record the response to the premiere issue, production delays, the development of regular features and contributors, changes in staffing, increasing subscriptions, problems with unpaid stockists and the financial pressures faced by a new specialist magazine. The March/April 2004 issue also documents the publisher's change of name from Marine World Publications Ltd. to Valley Publishing Ltd. effective February 5, 2004, while retaining the same address, contact information and personnel. Together, these issues preserve a contemporary primary source record of the launch and early operation of a small British reptile periodical, including its editorial decisions, commercial challenges, readership, contributors, advertisers and relationship with the reptile keeping community. The physical magazines also preserve cover subjects and photographic credits, article topics, advertisements and husbandry information that provide a snapshot of British reptile keeping culture in 2003 and 2004.

Publication Metadata and Masthead Documentation

Field	Information
Publication	Reptile World
Country	United Kingdom
Language	English
Original publisher	Marine World Publications Ltd.
Later publisher name	Valley Publishing Ltd., effective February 5, 2004
Publisher address	Aero Mill, Kershaw Street, Church, Accrington, Lancashire, BB5 4JS
Editor	Liz Donlan
Publisher	Liz Donlan
Printing	Nayler the Printer Ltd., Accrington, Lancashire
Distribution	Marine World Publications Ltd.; later Valley Publishing Ltd.
Frequency	Bimonthly
Cover price represented	£3.50
Subject	Reptiles, amphibians, invertebrates, captive husbandry, breeding, health, equipment and reptile keeping

International Distribution

The publisher and distributor are documented in the original masthead records. Specific international distribution territories and overseas circulation: Pending research update.

Issues Represented in the Collection

Issue	Date	Cover price	Cover subject	Cover credit
No. 1	September/October 2003	£3.50	Bearded dragon (Pogona vitticeps)	Photo: Marine World Publications
No. 2	November/December 2003	£3.50	Dendrobates tinctorius	Photo: Paul Hoskisson
No. 3	January/February 2004	£3.50	Panther chameleon	Photo: Val Davies
No. 4	March/April 2004	£3.50	T+ albino blood python (P. brongersmai)	Photo: Charles Glut
No. 6	July/August 2004	£3.50	Top: male Widersheim's chameleon; middle: Eryx miliaris miliaris; bottom: Varanus exanthematicus	Top and middle: Val Davies; bottom: Paul Williams

Issue No. 5, May/June 2004, is the only missing issue within the first six issue sequence represented by these holdings. The March/April 2004 masthead states that Issue 5 was due out April 28, 2004. The July/August 2004 masthead then identifies Issue 7, September/October 2004, as due out August 28, 2004, confirming that the July/August issue is No. 6.

Launch and Origin of the Magazine

The premiere issue provides a first person account of the magazine's origin. Liz Donlan wrote that Marine World Publications Ltd. had launched the bimonthly Marine World two years earlier and had always intended to publish a second title. During visits to aquatic shops in Devon, Cornwall and the West Midlands, the publishers were repeatedly approached about producing a reptile magazine. They then canvassed hobbyists and shops, concluded that there was a need for a regular reptile magazine in the United Kingdom and launched Reptile World.

The first masthead identifies Liz Donlan as editor and publisher, Mike Donlan in advertising, Amanda Barnes in sales, Marine World Publications Ltd. as distributor and Nayler the Printer Ltd. in Accrington as printer. It states that Reptile World would be published bimonthly.

Early Reception and Development

The November/December 2003 editorial records that the response to the first issue was extremely encouraging, with many shops selling out in less than two weeks and placing repeat orders. The same editorial explains that Issue 2 was delayed after Liz Donlan suffered a mild stroke on October 9, 2003, and notes that the issue contained eight additional pages.

The January/February 2004 editorial states that the lost production time had been recovered and that the issue was published slightly early. It also records the development of regular contributors and a planned column intended to encourage younger herpetologists, led by fourteen year old Emily Walker of Bristol.

Publisher Name Change

The March/April 2004 editorial documents an important change in the publication's corporate history. Marine World Publications Ltd. had originally been formed with the intention of producing only Marine World. As the number of titles increased, the company considered the Marine World name inappropriate and changed its name to Valley Publishing Ltd. effective February 5, 2004. The editorial explicitly states that the address, telephone number, fax number, email address and personnel remained the same.

End of the First Year

The July/August 2004 editorial describes the issue as the end of Reptile World's first year. It reports that the magazine had generally received a positive response, that subscriptions were increasing slowly but steadily and that general sales had levelled out. The editorial also records financial problems caused by reptile shops that had closed, changed ownership without paying outstanding bills or simply failed to pay. Readers were asked to support the magazine by subscribing or encouraging local reptile shops to stock it. This editorial provides unusually direct evidence of the commercial pressures affecting a small specialist reptile publication during its first year.

Cover and Content Evidence

The physical issues preserve more than publication dates and numbering. Their contents and cover lines document subjects being presented to British reptile keepers at the time, including corn snakes, rosy boas, Baird's ratsnakes, olive pythons, Russian sand boas, blood pythons, bearded dragons, chameleons, geckos, tortoises, frogs, salamanders, terrarium plants, lighting, substrate selection, incubation, reptile health and salmonella. The magazines also preserve contemporary advertisements and stockist lists, providing evidence of businesses and suppliers participating in the British reptile trade during 2003 and 2004.

Publication Sequence

Field	Information
Issue 1	September/October 2003, present
Issue 2	November/December 2003, present
Issue 3	January/February 2004, present
Issue 4	March/April 2004, present
Issue 5	May/June 2004, not currently represented
Issue 6	July/August 2004, present
Issue 7	September/October 2004, announced in Issue 6 as due August 28, 2004

Website Category Placement

Field	Information
Primary website section	Magazine Preservation
Publication Identification	Country, title, years represented, publisher / organization, editor / publisher, frequency, premiere issue and issues represented
Issue Metadata	Issue number, date, cover price, cover subject and cover credit
Publication History	Launch, early reception, editorial development, publisher name change and first year commercial history

Field	Information
Preservation Significance	Near consecutive preservation of the premiere and first year, with contemporary primary source documentation of the magazine's creation and development

Source Notes

Field	Information
Physical covers	Primary evidence for issue numbers, dates, cover prices, cover subjects, cover lines and the opening publication sequence.
Issue 1 masthead and Welcome editorial	Primary evidence for publisher, editor, staff, printer, distribution, bimonthly frequency and the publisher's account of the magazine's origin.
Issue 2 masthead and Welcome editorial	Primary evidence for early reader and retailer response, the Issue 2 delay, staff information and continued publication details.
Issue 3 masthead and Welcome editorial	Primary evidence for recovery of the production schedule, contributor development and the planned younger herpetologists column.
Issue 4 masthead and Welcome editorial	Primary evidence for the February 5, 2004 change from Marine World Publications Ltd. to Valley Publishing Ltd.
Issue 6 masthead and Welcome editorial	Primary evidence for the end of the first year, subscription and sales trends, unpaid stockist problems and the announcement of Issue 7.
External web research	Searches were conducted for independent records of this specific UK Reptile World title. Results were heavily confounded by unrelated publications, businesses and educational programs using the same name. No external source located during this research was strong enough to establish the final issue or publication end date with confidence.

Research Cautions

- Do not confuse this publication with other magazines, businesses, attractions or educational programs also titled Reptile World.
- The physical evidence establishes the premiere issue and the early sequence through Issue 7, but the final issue and complete publication run have not yet been verified.
- Issue No. 5, May/June 2004, is documented by the publication sequence but is not currently represented in the collection.