Reptile & Amphibian Magazine

Magazine Research Record



September / October 1990. Earliest represented physical issue in the photographed collection.

Publication Identification

Field	Information
Country	United States
Publisher	R&A Publishing
Publisher address	RD 3, Box 3709, Pottsville, Pennsylvania 17901
Magazine title	Reptile & Amphibian Magazine
Publication status	Discontinued as a separate title following acquisition by T.F.H. Publications and the May 1999 merger into Reptile & Amphibian Hobbyist.
Publication run	Began in 1989; independent magazine continued through the 1999 merger. Exact first and final issue designations: Pending research update.
Editor	Norman Frank, DVM
Printer	Pending research update
ISSN	1059-0668
Language	English
Publication type	Specialist reptile and amphibian husbandry, breeding, veterinary, natural history and field herpetology magazine
Publication frequency	Initially six issues per year on a primarily bimonthly schedule. Later in the run, some issues used single month dates and contemporary references describe an expanded annual schedule.
Collection coverage	September / October 1990 through the late pre merger run, including Issue 56
Earliest issue represented	September / October 1990
Latest issue represented	Issue 56, 1998
Assistant editor documented in collection research	Erica Hess, later Erica Ramus
Publication began	1989. A November / December 1989 issue is independently documented.
Successor	Reptile & Amphibian Hobbyist, created in 1999 after T.F.H. Publications acquired this magazine and merged it with Reptile Hobbyist

Preservation Significance

Reptile & Amphibian Magazine has substantial preservation significance because the collection documents a long pre merger run of an American herpetological hobby publication from the early 1990s through the period immediately before its acquisition by T.F.H. Publications. The represented issues preserve the magazine's independent identity, editorial approach and visual development before it became part of Reptile & Amphibian Hobbyist.

The magazine is especially useful as a record of the period before internet based husbandry information became widely available. Its covers document captive care, breeding, veterinary topics, field herpetology, biographies, conservation, taxonomy and historical herpetology. Snake coverage is extensive and includes green tree pythons, breeding pythons and boas, egg eating snakes, Australian pythons, corn snakes, salt marsh snakes, ball pythons, Gaboon vipers, rubber boas, cottonmouths and other taxa.

The collection also preserves the title at a historically important transition point. A contemporary subscriber letter dated March 15, 1999 records that T.F.H. Publications had acquired Reptile & Amphibian Magazine and would merge it with Reptile Hobbyist. Because the collection contains issues from both predecessor publications and the successor title, it documents the merger as a physical publication lineage rather than merely as a bibliographic note.

Publication Metadata and Masthead Documentation

The early publication record identifies R&A Publishing at RD 3, Box 3709, Pottsville, Pennsylvania 17901, with Norman Frank, DVM as Editor and Publisher. Collection research identifies Erica Hess, later Erica Ramus, as Assistant Editor. These credits are period-specific and should not be assumed to apply unchanged to every represented issue. Printer: Pending research update.

The March 15, 1999 subscriber letter signed by Erica Ramus is an important contemporary publication record. It confirms the acquisition by T.F.H. Publications and the subsequent merger with Reptile Hobbyist, effective with the May 1999 Reptile & Amphibian Hobbyist issue. The complete correspondence history beyond this documented letter remains pending research update.

International Distribution

The publication was based in the United States and maintained subscriptions during its independent run. Specific historical foreign distributors, country-by-country subscription prices, and circulation figures: Pending research update.

Publication Origins and Early Run

Contemporary notices show that Reptile & Amphibian Magazine was being launched in 1989. A September 1989 herpetological newsletter announced the new magazine and gave the Pottsville, Pennsylvania subscription address. A surviving November / December 1989 issue identifies Norman Frank, DVM as Editor and Publisher and lists feature material on the American toad, boids, parthenogenesis in lizards, antibiotics in reptiles and the red eft.

The earliest physical copy represented in the photographed collection is September / October 1990. That issue features Garden Tortoises, The Green Tree Python, a Karl Schmidt biography, Amphibian Medicine and Legless Lizards. The early covers use a relatively restrained layout, with a large title treatment above a central photograph and a short list of features below.

Issues Represented in the Collection

Field	Information
September / October 1990	Garden Tortoises; The Green Tree Python; Karl Schmidt Biography; Amphibian Medicine; Legless Lizards.
May / June 1991	Side Necked Turtles; Gila Monsters; Breeding Pythons and Boas; Greenhouse Amphibians; Raymond Ditmars.
March / April 1992	Radiated Tortoises; Curlytail Lizards; The Egg Eating Snake; Tailed Frogs; Australian Pythons.
May / June 1993	Color photographic cover from the established bimonthly period.
January / February 1994	Snake cover from the continuing bimonthly run.
September / October 1994, Issue 30	Milk snake cover. Issue number 30 is printed on the represented copy.
January / February 1995	Corn Snakes; Mangrove Monitors; Leopard Tortoises.
March / April 1995	Phantasmal Poison Frog; Banded Gecko; Salt Marsh Snake.
November / December 1995	Ball Python Cannibalism; Breeding Basilisks; Classroom Herps.
July / August 1996	Gaboon Vipers; Poison Frogs; Corn Snake Genetics.
June 1997	Special Captive Breeding issue. Green Tree Pythons; Pancake Tortoises; Iguana Farming.
July / August 1997	Cover references Harry Greene, Laurie Vitt and current research.
Issue 56, 1998	Rubber Boas; Cottonmouths; Chuckwallas; Sea Turtles.

Editorial Scope

The represented covers show a publication that combined hobbyist husbandry with broader herpetology. Topics include captive breeding, veterinary medicine, field research, biographies of herpetologists, conservation, taxonomy, classroom use, natural history and species focused care.

The balance between reptiles and amphibians is also visible in the surviving run. Snakes and lizards are prominent, but frogs, salamanders, tortoises and turtles appear repeatedly. This broad scope is consistent with the magazine's title and helps distinguish it from publications that concentrated primarily on reptile keeping.

Publication Schedule and Issue Numbering

For much of the early run, the magazine appeared in paired month issues such as September / October, May / June and March / April. Independent periodical indexes describe the magazine as appearing every two months. By the later 1990s, however, the publication schedule expanded, and contemporary references describe eight issues per year.

The numbered issues provide a useful chronology. The September / October 1994 copy is Issue 30, while later independent listings identify Issue 46 as March / April 1997, Issue 47 as May 1997 and Issue 50 as September / October 1997. The represented Issue 56 therefore belongs to the late pre merger period.

Acquisition by T.F.H. Publications and Merger

A March 15, 1999 subscriber letter signed by Erica Ramus provides direct contemporary evidence of the change in ownership. The letter states that Reptile & Amphibian Magazine had been acquired by T.F.H. Publications, Inc., publisher of Reptile Hobbyist.

The same letter explains that one more full issue of Reptile Hobbyist would be released and that the two publications would then merge to become Reptile & Amphibian Hobbyist beginning with the May 1999 issue. Subscribers to either predecessor title would receive the combined publication for the balance of their subscriptions. Ramus also announced that she would join the T.F.H. editorial staff as a contributing editor.

Independent Verification

The ISSN International Centre independently confirms Reptile & Amphibian Magazine as a United States print serial with ISSN 1059-0668. Independent magazine indexes document a run beginning in 1989 and identify the title as a predecessor of Reptile & Amphibian Hobbyist.

Herpetological bibliographies and later scientific literature cite articles from Reptile & Amphibian Magazine, showing that material from the publication entered the broader herpetological reference record. Contemporary husbandry books also listed the magazine as an active information resource for reptile and amphibian keepers.

Website Category Placement

Field	Information
Primary section	Magazine Preservation
Country grouping	United States
Publication title	Reptile & Amphibian Magazine
Publisher	R&A Publishing during the independent run
ISSN	1059-0668
Represented span	1990 through the late pre merger period
Publication lineage	Predecessor acquired by T.F.H. Publications in 1999 and merged with Reptile Hobbyist to create Reptile & Amphibian Hobbyist
Preservation emphasis	Independent American herpetological publishing, pre internet husbandry and natural history, broad reptile and amphibian coverage, and documented corporate acquisition and merger

Source Notes

Field	Information
Physical covers	Primary evidence for represented dates, issue number 30, issue 56, cover prices, cover subjects and design development.
March 15, 1999 Erica Ramus subscriber letter	Primary contemporary evidence that T.F.H. Publications acquired Reptile & Amphibian Magazine and merged it with Reptile Hobbyist beginning with the May 1999 issue.
ISSN International Centre	Independent confirmation of the title, United States print status and ISSN 1059-0668.
Contemporary 1989 herpetological notice	Independent evidence that the magazine was newly available in 1989 and used the Pottsville, Pennsylvania subscription address.
Independent magazine indexes and bibliographies	Evidence for publication chronology, issue numbering, subject coverage and later citations.

Research Cautions

- The represented physical collection does not include every issue of the independent magazine. Only photographed or otherwise documented copies should be treated as confirmed holdings.
- The publication schedule changed over time. Bimonthly accurately describes much of the early run, but later references indicate an expanded annual schedule.
- Staff information should be tied to the period in which it is documented. Norman Frank, DVM and Erica Hess or Erica Ramus should not be assumed to hold identical roles in every issue without masthead verification.
- The March 1999 transaction was an acquisition followed by a merger. It should not be simplified to a mere title change.
- Reptile & Amphibian Magazine and Reptile & Amphibian Hobbyist are related but distinct serial titles with separate ISSNs and should retain separate MRRs.