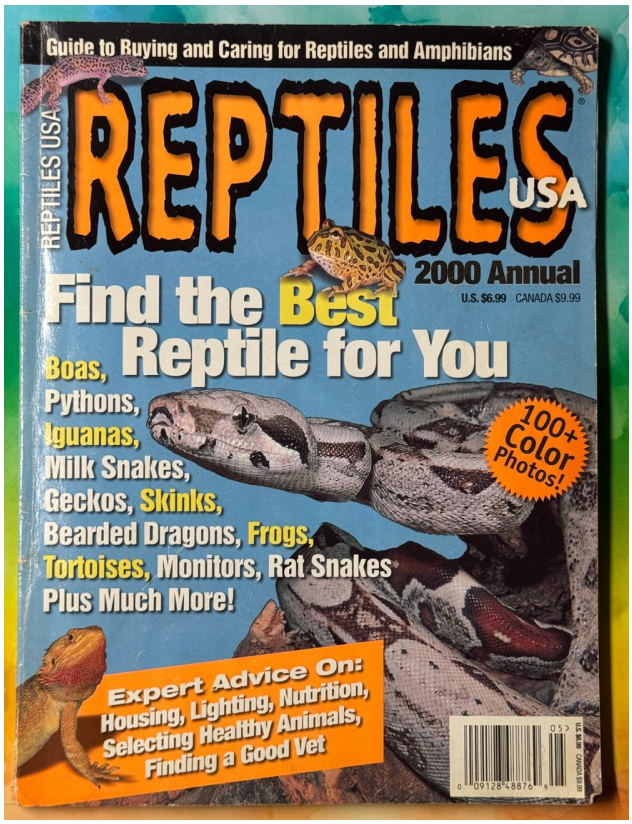
Reptiles USA

Magazine Research Record



Reptiles USA 2000 Annual. The annual was presented as a guide to buying and caring for reptiles and amphibians.

Publication Identification

Field	Information
Country	United States
Publisher	Fancy Publications, Inc. (2000 Annual)
Publisher address	2000 corporate headquarters: 2401 Beverly Blvd., Los Angeles, California 90057. 2000 editorial / production / circulation office: P.O. Box 6050, Mission Viejo, California 92690.
Magazine title	Reptiles USA
Publication status	Pending research update
Publication run	First use of the REPTILES USA name documented in 1994. The 2009 Annual identifies itself as the fourteenth edition. Complete publication run: Pending research update.
Editor	Phillip Samuelson (2000 Annual)
Printer	Printed in the U.S.A. Printing company: Pending research update.
ISSN	1093-944X
Language	English
Publication type	Annual special publication / buying and care guide
Publication frequency	Annual
Collection coverage	Four annuals: 2000, 2004, 2006, and 2009
Earliest issue represented	2000 Annual
Latest issue represented	2009 Annual
Managing Editor, 2000 Annual	Kristin Mehus-Roe
Assistant Editor, 2000 Annual	Indra Doolittle
Art Director, 2000 Annual	Douglas Kraus
Editorial focus	Buying, selecting, housing, feeding, lighting, health care, veterinary care, and general husbandry of reptiles and amphibians
Publisher, 2000 Annual	Norman Ridker

Issues represented in the collection	2000 Annual, 2004 Annual, 2006 Annual, and 2009 Annual

Preservation Significance

Reptiles USA has preservation value because it records how reptile and amphibian care was presented to a broad pet keeping audience through annual reference guides rather than through a monthly specialist magazine alone. The annual format concentrated introductory husbandry, species selection, housing, lighting, nutrition, veterinary guidance, and species profiles into a publication intended to remain useful beyond a single month. The four annuals represented here, from 2000 through 2009, provide a physical record of how that guidance and its presentation changed across nearly a decade.

The 2000 Annual is especially useful because its editor's introduction describes a hobby that had changed dramatically from an earlier period when reliable information was harder to obtain and keepers often relied on limited personal experience. The introduction emphasizes the expansion of available species, improvements in care information, increasing captive breeding, and the growing availability of animals produced in captivity. That editorial perspective provides a direct historical snapshot of how the reptile keeping community understood its own development at the beginning of the twenty first century.

The later annuals show how the publication continued to frame reptile keeping for new and developing hobbyists. The 2004 Annual emphasizes species care, habitat setup, quarantine, food, and husbandry. The 2006 Annual promotes corn snakes, box turtles, vivarium habitats, veterinary guidance, frogs, geckos, skinks, and children's pythons. The 2009 Annual includes material aimed at families and beginners, including a feature on children and reptiles, while continuing to cover specialist species such as knob tailed geckos, piebald ball pythons, frogs, and tortoises. Together, the issues preserve changing expectations about what responsible reptile ownership required.

The annuals are also useful as a record of commercial and editorial culture surrounding the reptile hobby. The masthead preserves the staff structure of Fancy Publications, the people responsible for editing, production, circulation, advertising, and publishing, as well as the business addresses and circulation information associated with the publication. The physical issues therefore preserve not only husbandry advice but also the publishing infrastructure that helped distribute reptile information nationally.

Publication Metadata and Masthead Documentation

Field	Information
Title proper	Reptiles USA
ISSN	1093-944X
Publisher	Fancy Publications, Inc.
Publication frequency	Annual
2000 editorial / production / circulation office	P.O. Box 6050, Mission Viejo, California 92690
2000 corporate headquarters	2401 Beverly Blvd., Los Angeles, California 90057
2000 copyright	Copyright 1999 by Fancy Publications, Inc.
Printed	Printed in the U.S.A.
Relationship to REPTILES magazine	Later annual covers identify the publication as being from the editors of REPTILES magazine.

2000 Annual Masthead and Staff

Field	Information
Editor	Phillip Samuelson
Managing Editor	Kristin Mehus-Roe
Assistant Editor	Indra Doolittle
Art Director	Douglas Kraus
Contributing Authors	Robert Baldwin; Patti Bartlett; Richard Bartlett; Diane Calloway; Stephen and Linda Davison; James W. Hatfield III; Joe Hiduke; Bert Langerwerf; Jeff Lemm; Sean McKeown; Gerald and Cindy Merker; Linda Mihalov; Edward J. Pirog; Lance Rich; Rex Lee Searcey; Petra Spiess; Rick Staub; Margaret A. Wissman, DVM, DAVBP;

	Kevin M. Wright, DVM
Executive Vice President	Scott McElhaney
Editorial Director	Debbie Phillips-Donaldson
Production Supervisor	June Weingart
Production Coordinator	Noel Wamboldt
Classified Ad Coordinator	Kim Lockwood
Circulation Director	Dolores Bonafede
Circulation Annuals Supervisor	Heather Cornelius
Breeder Advertising Designer	Lisa Holland
Publisher	Norman Ridker
Advertising Director	William Rauch

International Distribution

The annuals document a United States publishing operation. Named international distributors, overseas subscription terms, and issue-specific foreign circulation details: Pending research update.

Issues Represented in the Collection

Field	Information
2000 Annual	Guide to Buying and Caring for Reptiles and Amphibians. Cover emphasizes finding the best reptile for the reader and lists boas, pythons, iguanas, milk snakes, geckos, skinks, bearded dragons, frogs, tortoises, monitors, and rat snakes. The cover also promotes advice on housing, lighting, nutrition, selecting healthy animals, and finding a veterinarian.
2004 Annual	Cover features Rosy Boas, Green Tree Pythons, Flying Geckos, Green Iguana care, reptile habitats, quarantine tips, reptile foods, side necked turtles, and tomato frogs.
2006 Annual	Cover emphasizes snakes, turtles, frogs, lizards, and general care. Featured subjects include Corn Snakes, three vivarium habitat strategies, Box Turtles, veterinary approved health hints, Children's Pythons, African Clawed Frogs, White-Lined Geckos, and Blue-Tongued Skinks.
2009 Annual	Cover promotes the world of reptiles, children and reptiles, Knob-Tailed Geckos, Reed Frogs, Piebald Ball Pythons, and Egyptian Tortoises. The cover identifies the issue as from the editors of REPTILES magazine.

Editorial Context: 2000 Annual

The 2000 editor's introduction frames the annual as an introduction to the world of cold blooded creatures and as a guide for readers choosing among the expanding number of reptile and amphibian species available in captivity. The editor contrasts the contemporary hobby with an earlier period when reliable information was scarce and husbandry methods were often improvised.

The introduction also describes captive breeding as increasingly common and presents this as improving availability while reducing pressure on wild populations. That statement is important historical evidence because it records how one major hobby publication explained the relationship between captive breeding, pet availability, and conservation to its readership at the time.

The annual's stated purpose is practical. Readers are directed toward information about selecting animals, housing, heating, lighting, nutrition, veterinary care, and species suitability. This makes the issue a useful primary source for examining the standards of responsible reptile keeping promoted to consumers at the beginning of the 2000s.

Development of the Annual Through 2009

The represented covers show continuity in the annual's role as a broad entry point into reptile keeping while also showing changes in presentation. The 2000 and 2004 covers rely heavily on comprehensive buying and

care language. By 2006 and 2009, the covers increasingly mix beginner guidance with more visually segmented features, named habitat types, family oriented material, and specific species profiles.

A later editor's note for the 2009 Reptiles USA annual identifies that issue as the fourteenth edition. The same note explains that the annual continued to serve a broad range of hobbyists and that state by state listings of reptile knowledgeable veterinarians were being retained as a recurring feature because readers found them useful. This later editorial evidence confirms that veterinary access and practical ownership support remained part of the annual's purpose.

Independent Verification and Continuing Reference Value

The United States Patent and Trademark Office recorded the REPTILES USA mark for Fancy Publications, Inc. for magazines in the field of reptiles. The record gives a first use date in 1994, providing independent evidence that the title predated the annuals represented here.

The 2009 Reptiles USA annual remains documented on the Reptiles Magazine website, including an editor's note discussing its purpose and contents. The surviving Reptiles Magazine site also indexes Reptiles USA material within its historical article records, showing that the annual continued to be treated as part of the larger REPTILES publishing archive.

Reptiles USA has also been cited in veterinary and husbandry literature. Proceedings of the Association of Reptilian and Amphibian Veterinarians cite Reptiles USA annual articles concerning bearded dragon husbandry. This demonstrates that material from the annual was used beyond casual pet keeping and entered later professional reference lists.

Website Category Placement

Field	Information
Primary website section	Magazine Preservation
Country grouping	United States
Publication title	Reptiles USA
Issue organization	Annual year
Publication identification emphasis	Annual guide, ISSN, publisher, editor, country, and relationship to REPTILES magazine
Preservation emphasis	Changing reptile care guidance, beginner education, captive breeding, veterinary access, commercial publishing history, and long term reference value

Source Notes

Field	Information
Physical 2000 Annual cover	Primary evidence for title, year, buying and care guide language, cover price, major animal groups, and practical care themes.
Physical 2000 Annual masthead	Primary evidence for ISSN, annual publication frequency, Fancy Publications, publisher, editorial staff, production staff, circulation staff, advertising staff, offices, corporate headquarters, copyright, and printing location.
Physical 2004, 2006, and 2009 Annual covers	Primary evidence for annual years, changing cover design, major subjects, and continuing focus on buying, care, species selection, and husbandry.
Reptiles Magazine, 2009 Reptiles USA editor's note	Independent evidence that the 2009 issue was the fourteenth edition and that broad hobbyist coverage and reptile knowledgeable veterinarian listings remained part of the annual.
United States Patent and Trademark Office	Independent evidence for the REPTILES USA mark, Fancy Publications, Inc., magazines in the field of reptiles, and a first use date in 1994.
Association of Reptilian and Amphibian Veterinarians proceedings	Independent evidence that Reptiles USA annual husbandry articles were cited in later veterinary literature.

Research Cautions

- The 2000 Annual masthead states Copyright 1999 even though the cover is labeled 2000 Annual. Preserve both facts as printed rather than treating them as contradictory.
- Do not assume that the editorial staff listed in the 2000 Annual remained unchanged in the 2004, 2006, or 2009 annuals unless those later mastheads are examined.
- The United States Patent and Trademark Office first use date for the REPTILES USA mark predates the annuals represented in the collection. It should not be used by itself to reconstruct the complete issue chronology.
- The 2009 editor's note identifies the issue as the fourteenth edition. That supports a longer publication run, but the complete annual sequence should be established from physical issues or publisher records before listing every year as confirmed.
- Veterinary and husbandry citations demonstrate later use of Reptiles USA articles as references, but they do not establish that every annual article was professionally reviewed or intended as veterinary guidance.
- Preserve exact wording from the covers when recording article or feature titles, including hyphenated species names where they are part of the printed title.

Web Sources Consulted

- Reptiles Magazine. From the Editor's Desk, editor's note for the 2009 Reptiles USA annual.
- Reptiles Magazine. 2009 REPTILES Article Index, including Reptiles USA 2009.
- United States Patent and Trademark Office. REPTILES USA trademark record for Fancy Publications, Inc.
- Association of Reptilian and Amphibian Veterinarians. 2011 Proceedings, references citing Reptiles USA annual articles.