The Reptilian

Magazine Research Record



Volume 1, Number 6. Early first volume issue represented in the collection.

Publication Identification

Field	Information
Country	United Kingdom
Publisher	Mantella Publishing
Publisher address	22 Firs Close, Hazlemere, High Wycombe, Bucks HP15 7TF, England
Magazine title	The Reptilian
Publication status	Historical print title; apparently discontinued. No continuing publication verified. A 27 April 2001 subscriber report describes missed deliveries and an unavailable website, but does not establish a formal closure date.
Publication run	Documented issues span at least 1992 through 2000 (Volumes 1–6). Exact inaugural and final issue dates remain unverified. This documented span is not a claim that the complete publication run ended in 2000.
Editor	Tom Burgess
Printer	The Magazine Printing Company Limited, England, on the photographed mastheads
ISSN	0966 7911
Language	English
Publication type	Specialist reptile, amphibian, herpetology and terrarium magazine
Publication frequency	Pending research update
Collection coverage	The collection includes Volume 1 and photographed issues extending through Volume 6
Earliest issue represented	Volume 1, Number 6
Latest issue represented	Volume 6, Number 8

Preservation Significance

The Reptilian is significant within the preservation collection because the surviving run documents the development of a British specialist herpetological magazine across multiple volumes and changing visual identities. The collection includes Volume 1 and extends through photographed Volume 6 issues, allowing changes in cover design, international marketing, pricing, subject emphasis and distribution to be followed across much of the publication's visible history.

The early issues preserve a period when specialist reptile information circulated primarily through printed magazines, specialist retailers and mail subscriptions. The subjects visible on the surviving covers include boas, pythons, cobras, tree snakes, cornsnakes, rattlesnakes, lizards, salamanders, tortoises, frogs, crocodilians, arachnids, captive reproduction, habitat, conservation and international herpetology. That range makes the run useful as a record of both animal keeping and broader herpetological interests during the 1990s and early 2000s.

The first volume is particularly important because it preserves the publication close to its beginning. Later volumes show that the magazine was not static. Its visual presentation, international branding, prices and cover language changed substantially while the underlying focus on reptiles, amphibians and related captive keeping subjects remained recognizable.

Publication Metadata and Masthead Documentation

The photographed mastheads identify Tom Burgess as Editor and Mantella Publishing as the publisher. The subscription address is given as The Reptilian Magazine, 22 Firs Close, Hazlemere, High Wycombe, Bucks HP15 7TF, England. The Magazine Printing Company Limited, England, is identified as printer on the photographed mastheads. ISSN 0966 7911 appears at the bottom of the publishing details panel.

The mastheads also document subscription and reader services. One photographed masthead lists United Kingdom subscription prices of £28 for 12 issues, £16 for 6 issues and £50 for 24 issues, with overseas rates available on application. Back issues, binders and article reprints were offered directly to readers. Reprints of articles from issues no longer available could be ordered by volume, number and page.

The publication invited editorial feedback and supplied electronic contact information through CompuServe. A photographed later masthead also lists a Reptilian Magazine web page hosted through CompuServe, documenting the magazine's movement into the early web period while continuing as a printed serial.

The photographed publishing pages also preserve the historical CompuServe editorial contact and a Reptilian Magazine web address, together with back issue inventories and subscription forms. These are period contact records, not verified current contact information. One masthead documents a referral subscription promotion under the name Reptilian Poundsave Points.

International Distribution

The mastheads document a distribution network extending well beyond the United Kingdom. Named distributors or subscription contacts appear for the United States and Canada, Germany, Austria and Switzerland, the Czech Republic, Japan, Sweden, Italy, Belgium and Holland. The exact distributor list varies between the photographed mastheads, so the record treats those as issue specific distribution evidence rather than assuming every arrangement remained constant.

Named examples recorded in the photographed distributor panels include Serpent’s Tale Natural History Books & Supplies (United States and Canada), Scope Co., Ltd. (Japan), and PJs Zoo Sweden (Sweden). Other listed markets include Germany, Austria, Switzerland, the Czech Republic, Italy, Belgium and Holland. The mastheads demonstrate advertised distribution arrangements, not independently measured sales in each country.

The covers independently reinforce this international circulation. Later issues print prices for the United Kingdom and United States directly on the cover, while other covers list additional prices for Canada, the Czech Republic, Germany, Japan, Sweden, Belgium, France, Italy, Holland and Australia. Later branding explicitly uses the word International and describes the publication as Europe's Premier Herp Magazine.

Issues Represented in the Collection

Field	Information
Volume 1, Number 6	Early cover design with large serif Reptilian masthead and £1.95 cover price.
Volume 1, Number 10	Early cover design. £2.75. Cover subjects include Royal Pythons, Spur Thighed Tortoises and Long Nosed Tree Snake.
Volume 2, Number 9	£2.75 and US $8.00. Cover contents include the Mole Salamander, Sacred Crocodiles of Bakkau, Herpetofauna of Ethiopia, West Midlands Safari Park and native herptiles.
Volume 3, Number 6	November / December 1995. £2.75. Cover contents include Mandarin Salamander, Lizards El Fresco, The Ratsnakes Part 5, The Lilley Pad, Veterinary Corner and Beginner's Luck.
Volume 3, Number 10	£2.75. Cover contents include Australian Broad Headed Snake, captive reproduction of boa constrictors, Water Dragons, National Terrapin Project and Tree Frogs.
Volume 4, Number 5	International Reptilian design. £2.75 and $4.95. Features exploitation of Hawksbill Turtles, Australian reptile habitats, viviparous lizards and borderline boids.
Volume 4, Number 6	International Reptilian design. £2.75 and $5.95. Features Cornsnakes, Chuckwallas, Tomato Frogs, Boa Constrictors and An Amazon Dream Part 1.
Volume 4, Number 9	International Reptilian design. £2.75 and $5.95. Features Madagascan Boas, Geckos of Florida and Smuggled 2.
Volume 5, Number 10	March / April 1999. English Edition. £2.75 and $5.95. Uses Europe's Premier Herp Magazine branding.
Volume 6, Number 3	January / February 2000. English Edition. Cover subjects include Calico Retic, Fire Salamander, Ornate Dab Lizard and a free show planner.
Volume 6, Number 8	£3.50. Major cover redesign with multiple animal photographs and the prominent subject line Insecta and Arachnida.

Cover Design Development

The surviving issues show a clear progression in the magazine's visual identity. Volume 1 through Volume 3 generally use a formal serif REPTILIAN masthead, often against a light border or a relatively restrained photographic layout. Issue number and price are integrated into the masthead area, and descriptive contents are commonly printed along the lower portion of the cover.

By Volume 4 the magazine had adopted a more assertive international newsstand design. The word INTERNATIONAL appears above a large rounded REPTILIAN logo in white with a red shadow. The cover photograph fills the page, and feature titles are placed directly over the image. United Kingdom and United States barcodes and prices are presented prominently at the bottom.

Later covers continue to evolve. Volume 5, Number 10 identifies itself as an English Edition and uses the phrase Europe's Premier Herp Magazine. Volume 6, Number 3 changes the logo to green and retains the English Edition and European branding. By Volume 6, Number 8, the cover changes again to a large dimensional red Reptilian logo and a multiple image layout featuring reptiles and an arachnid.

Back Issue Evidence and Publication Continuity

The masthead back issue lists provide useful evidence for the earlier run. One photographed list offers selected issues from Volume 1, Volume 2 and Volume 3, while a later masthead lists remaining stock from Volumes 2, 3 and 4. These lists confirm that Mantella Publishing continued to manage and sell earlier issues rather than treating each issue as disposable periodical stock.

For dating the overall series, the covers and contemporary materials establish examples from 1992 through 2000. A public subscriber inquiry dated 27 April 2001 reports missing issues since February and an unavailable magazine website. This is useful evidence of possible interruption, but neither that report nor the photographed issues verifies the final issue, an official closure announcement, or a complete uninterrupted run.

The changing back issue inventories also show that availability varied over time. Some issue numbers are absent from later lists while others remain for sale. That does not establish rarity by itself, but it preserves a snapshot of publisher held stock during the magazine's active publication period.

Editorial and Subject Scope

The photographed covers demonstrate a broad editorial scope. Snake subjects are especially prominent, including boas, pythons, cobras, cornsnakes, tree snakes, ratsnakes, reticulated pythons and Australian species. The magazine also featured lizards, tortoises, turtles, frogs, salamanders and crocodilians, together with captive breeding, veterinary topics, habitats, field herpetology and conservation.

By Volume 6, Number 8, the cover explicitly adds Insecta and Arachnida, showing an expansion beyond reptiles and amphibians into other terrarium animals. This broadening is important when interpreting later issues and prevents the title from being described too narrowly as a reptile only publication.

Website Category Placement

Field	Information
Primary section	Magazine Preservation
Country grouping	United Kingdom
Publication title	The Reptilian
Publisher	Mantella Publishing
Language	English
Collection note	Includes Volume 1 and photographed issues extending through Volume 6
Preservation emphasis	British specialist herpetological publishing, international distribution, changing cover design, first volume representation and transition into the early web era

Source Notes

Field	Information
Physical covers	Primary evidence for title presentation, volume and issue numbering, visible dates, prices, cover subjects, international branding, barcodes and design changes.
Photographed mastheads	Primary evidence for Tom Burgess as Editor, Mantella Publishing, publishing address, printer, subscription structure, back issue service, reprints, CompuServe contacts, web presence and international distributor network.
Collection information supplied with the photographed issues	Used to identify the represented run and distinguish the physical issues in the collection.
Additional contemporary evidence	A November 1999 announcement by Chris Newman of Mantella Publishing advertised The Reptilian's 2000 event planner. An April 2001 subscriber inquiry reported missing issues and an unavailable website; this is evidence of a

	reported interruption, not definitive closure. Sources: forum.kingsnake.com/events/messages/727.html and forum.kingsnake.com/europe/messages/571.html.

Research Cautions

- The photographed mastheads are not available for every issue in the collection. Staff, distributor and production information should therefore be tied to the photographed mastheads rather than assumed to remain identical throughout the complete run.
- The collection includes Volume 1, but issue specific metadata should be limited to photographed or otherwise documented copies.
- Cover dates are not visible on every issue. Dates should be recorded only where printed or otherwise independently documented.
- The changing distributor lists should be preserved as evidence of international circulation without assuming that every listed distributor served the magazine for the entire publication run.
- The absence of an issue from a back issue list does not by itself prove rarity or permanent unavailability.

Publication status and full run remain qualified because the supplied physical evidence does not independently establish the precise last issue or formal discontinuation date. Contemporary subscriber discussion is cited as a report, not conclusive publishing documentation.