

My Pet World by

Steve Dale

Standing up for those who
can't stand upright.

Steve Dale speaks for the animals. He is a journalist with a passion for pets and he covers the pet beat like no other reporter. Dale delivers topical, serious news along with advice from leading pet-care professionals in two weekly columns that reach millions of pet owners. He writes one feature story and one Q&A column each week, making *My Pet World* the most engaging, informative pet column in syndication today.

Dale leads the pack in pet journalism. When terrorists hit Oklahoma City and New York, he was the first journalist to interview rescue workers about the heroic efforts of their search dogs. When new veterinary drugs enter the market, Dale is the first to report on their effectiveness. And his reporting on the inappropriateness of pet iguanas led major pet suppliers to stop carrying the reptile. No other pet journalist has such impact.

My Pet World goes well beyond cats and dogs. Dale addresses the needs of bearded dragons, ferrets, birds, even goldfish. He brings a reporter's sensibility to his column and often interviews leading veterinarians and pet-care professionals—"the people who train the trainers"—to deliver the most authoritative medical and professional opinions out there.

Dale's experience, research and solid journalism result in the best pet feature around—*My Pet World*.

"By helping pets, I'm really helping people. That's the goal."





Steve Dale speaks out for those who can't speak.

Dale's Personal Pet World

- Ringo, a Devon Rex cat
- Chaser, a Brittany dog
- Lucy, a North American Shepard dog
- Cosette, a Northern Blue-Tongue skink lizard

Best of Show—Awards for Steve Dale

- 2002 Humane Award, American Veterinary Medical Association
- 2002 VetOne Illuminating Light Award, veterinary and industry leaders
- 2002, 1997-2000 Newspaper Writer of the Year, Cat Writers' Association Special Award
- 2001 Writer of the Year: Syndicated General Feature Newspaper, *Editor & Publisher* magazine
- 2001, 1998-1999 Columnist of the Year, Cat Writers' Association
- 1999, 1996 Best Newspaper Column, The Dog Writers Association of America
- 1997 Media Person of the Year, Anti-Cruelty Society

"Declawing is not right.
With few exceptions, don't do it."

"A back yard is not a babysitter.
Tethering dogs is cruel and creates bad behavior."

"Cats belong indoors. They are not wild animals.
They are not safe outdoors."

My Pet World appeals to anyone and everyone interested in animals. Children and seniors. Families and singles. Cat people and dog people. Dale hosts the WGN Radio program "Pet Central" and the syndicated radio shows "Animal Planet Radio" and "The Pet News." He's been a featured television guest on "The Oprah Winfrey Show" and the National Geographic and Animal Planet channels. Dale is a contributing editor for USA WEEKEND Magazine and is the author of numerous books, including *DogGone Chicago: Sniffing Out the Best Places for Your Best Friend*.

My Pet World, bc-my-pet-world, includes a feature and Q&A each week. The columns move on Tuesday for Wednesday release. View samples and take delivery at www.tmsfeatures.com.

Nearly 60% of American households have at least one pet.*
My Pet World will appeal to the majority of readers.
Contact your TMS sales representative at 800-245-6536 for information on rates and availability. Outside the United States call 213-237-7987.

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