

# Examples of coverage in local parenting magazines for ACPR clients

## Big up at Chariots on Hire

Now, mums to multiples, and parents with two or three tots can hire tandem and triple buggies from Chariots on Hire.

If you just need a double or triple pushchair until your older child can walk further, or are expecting triplets but want to try before you buy, you can save pounds. Buying a triple buggy can cost nearly £400 but hiring costs from just £40 per month. Used pushchairs drop rapidly in value, so renting for a short while is the ideal, no risk, solution. From March, Chariots on Hire will be stocking Gordon's triple buggies, which are suitable from three months.

If you've been tempted by the Stokke Xplory™, the trendiest buggy on the market, but are worried about committing to spending £500 when you've only tried it for a few minutes in the shop, you can now hire it from Chariots on Hire to see if you like it. Hire charges are £60 per month for a brand new buggy, or less for a slightly used one.

Chariots on Hire also stocks an extensive range of prams for new babies. Save money, and hire a pram while you need something that lies completely flat, instead of spending out up to £300 on something you'll only need for the first few months.

Hiring from Chariots on Hire lets you see how a pushchair performs when you have it up kerbs, put it in the car boot, or go shopping. If it suits you, buy it directly from Chariots on Hire or return the rental buggy and buy a new one with confidence. If you don't get on with it, you're only out of pocket by rental and shipping, far less than the cost of another new chariot.

To find out more, go to [www.chariotsonhire.co.uk](http://www.chariotsonhire.co.uk) or telephone on 01427 617036

Families March/April 2004



## Juno

Many mums feel isolated at home with kids, or can't find like-minded parents to share child-rearing dilemmas with, but few take such drastic steps as Emma Hwaio and Patricia Peterson-Varegas. They got together to set up Juno, a magazine with a natural approach to family life for parents with children of all ages. The magazine is ideal for parents who are interested in natural, organic, ethical and eco-friendly alternatives.

Emma comments, "We created Juno based on the kind of magazine that we wanted to read - a magazine that celebrates the art of parenting without telling you what to do." Juno aims to highlight parents' everyday experiences and has contributions from ordinary people as well as professional writers. Each issue contains a broad mix of features, interviews, reviews, personal stories, crafts and celebrations.

Juno is available via subscription, and from over one hundred outlets nationwide including Borders, selected organic and health food shops, Green Baby shops and some branches of Neal's Yard Remedies. Subscribe on-line and view sample articles at: [www.junomagazine.com](http://www.junomagazine.com) Juno costs £3 for a sample copy, £11 for a four issue subscription and £20 for an eight issue subscription.



Families East May/June 2005

## Find the perfect au pair

Lynne Ladd, of Jobs In Demand Childcare, shares her tips for finding a great au pair

Be clear about what you want from an au pair. I ask all my clients to fill in a form detailing the job the au pair will be expected to do.

Agree the hours you want the au pair to work before she arrives. I recommend a maximum of five hours of help per day, or 25 hours per week.

A good agency will establish the au pair's level of English. Very basic English is not acceptable, but remember that most girls come to improve their language skills.

Investigate local language schools, and ensure that classes can be fitted in around the au pair's work schedule.

Look for an au pair aged 20+. Sedef Bekas, my agent in Turkey says, "I look for graduates or students who can help the family in more ways, perhaps assisting with homework or art."

Choose an au pair with work experience or who has lived away from home. She'll have fewer problems settling in.

Pick an au pair with brothers or sisters, who will already be used to children.

Go for a trustworthy agency and ask them how much they know about their au pairs.

[www.jobsindemand.com](http://www.jobsindemand.com)

Families January/February 2004

## get crafty

Anyone who has tried arts and crafts with their kids will know that it can be fun and rewarding, but it takes time and effort to assemble what can often be a long list of required items for each activity. Crafty Kidz have taken all the hassle away with their exciting new range of craft kits, available to buy online.

With over 100 Crafty Kidz activity kits to choose from, ranging from puppet making, fabric painting and jewellery, through to mobiles, suncatchers, soap, magnet, drum and lip gloss kits, there's something for everyone. Crafty Kidz are based in Surrey where they also operate after school clubs, baby and toddler classes, Saturday clubs and school holiday courses. However, Crafty Kidz aim to run classes and parties all over the UK, and are currently looking for enthusiastic franchise partners to join in the fun! For more information visit [www.craftykidz.net](http://www.craftykidz.net)

Families Vale of York, September 2004

## Chariots on Hire

It's expensive enough buying equipment for a newborn - more so when you have twins or triplets. Chariots on Hire lets you rent first so you can see how a pushchair really performs when you have it up kerbs, put it in the car boot, or collect older siblings from school. With used pushchairs dropping rapidly in value, renting for a short while is the ideal, no-risk solution for a trial, a pram for the short time before babies sit up, or a lighter weight version when you're going away. Buying a triple buggy can cost nearly £400 while hiring costs from just £40 per month. The company also stocks an extensive range of prams for new babies. Find out more on [www.chariotsonhire.co.uk](http://www.chariotsonhire.co.uk), or call 01427 617036.



Families South East April 2004

## Designer Childrenswear for Less

Now summer's done, last year's trousers suddenly look like dropped Capri pants or the boy's gangly legs - not the fashion statement he's after.

When mother of six Jane Harrop found the same problem, multiplied, she set out to find a solution to her children's label-conscious look, without breaking the bank. Her online store Amalika has a fabulous range of designer clothes, all for less than high street prices. Jane sources ends of lines and previous seasons' party and casualwear from the likes of Armani, Versace, Barry London and Zuchero Fendi, at attractive prices.

There are thousands of items online, with new stock being uploaded several times each week. Prices start from just a few pounds, postage starts at £1.99 and is free for larger orders. Go to [www.amalika.com](http://www.amalika.com).

Families South East September 2004

## Clapham & Wandsworth Women in Business

Women running their own business in Clapham and Wandsworth area now can join a great new support network, offering local women the chance to get together and share ideas and support. Monthly meetings will give women the opportunity to talk about their business over a glass of wine to share experiences, discuss and resolve common business issues and concerns whilst promoting their businesses to other members and their network of contacts. Co-founders Lola Grange and Penny Gray believe that there is a demand for a group focusing on the issues faced by women in business. Lola says, "The only criteria for joining is doing business in (rather than living in) the Clapham and Wandsworth area, and the nature of the business not overlapping with another member."

To find out more, email [info@claphamwib.com](mailto:info@claphamwib.com)

Time & Leisure, September 2004

## Baby White Noise CDs

Distributed by Your Favourite Shop.com, [www.yourfavourite-shop.com](http://www.yourfavourite-shop.com), £8.99.

Baby White Noise CDs play soothing sounds such as a blow dryer, electric fan, vacuum cleaner (yes, you read correctly) or ocean waves combined with white noise. Supposed to help calm and relax your baby, while masking distracting noises such as the television or the traffic, thus promoting restful sleep. The sound produced is steady, repetitive and peaceful, and could be of particular benefit to colicky babies, while also helping fretful or unsettled little ones.

FSW rating: ★★★★★

Families November 2005

## SPOIL THE KIDS



[www.amalika.com](http://www.amalika.com)

Amalika is a small family-run business based in the New Forest selling new quality designer children's clothes at heavily discounted prices. They should know a thing or two about dressing children in the best for less since they have seven children of their own! Amalika stocks boys and girls clothing from birth to sixteen years, from designers including Osh Kosh, Oshy, Misman and Catimini. The clothes are all clearly photographed, with a description and measurements. Often the retail price is stated so you can see just how much you are saving - usually 50% or more off RRP. New stock is added daily so visit regularly for the best bargains.

Families Solent East November/December 2005



## Can't get your pet to the vet?

There's a unique new service that will be a godsend for busy mums in North West London. It's ideal if you find it a hassle getting your pets to the vet. Whether you work fulltime and have to take time off for vet appointments, or find it impossible to carry your hefty moggy and push the buggy too, a visit from The Visiting Vet may be the solution.

The Visiting Vet, set up by mum Jacquie Mitchell, offers a range of routine treatments and services and works with local veterinary practices for after hours call outs and more complex procedures that require a clinic. Call 07904 564713, or visit [www.thevisitingvet.co.uk](http://www.thevisitingvet.co.uk).

Families NW (London) September/October 2004