



WoM

M A G A Z I N E

WINTER EDITION
2018

Balance
Your Mind,
Body and
Well-being
This Winter.

SUPPORTING LOCAL BUSINESS THROUGH WORD OF MOUTH

Welcome to Word of Mouth Magazine: The Winter 2018 Edition

A NOTE FROM THE EDITOR...



Congratulations on another year gone, but this is only the beginning! We wholeheartedly wish you every success for the year ahead.

With Christmas and New Year celebrations over and done with, 2018 is starting to take shape. Here at Word of Mouth, winter is about three things: Setting realistic life goals, renewing our fitness motivation, and of course, remembering to make room for the fun times.

With temperatures airing on the chilly side, it can be tempting to stay home and skip the exercise altogether in favour of a good Netflix and chill session. If you are planning a cosy night in but don't feel inclined to slave over a hot stove for dinner, turn to Page 10 and check out our

article on the rise of healthy takeaways and meal prep services. Healthy just got a whole lot more accessible.

And because any fitness fan knows that smashing their clean-eating wins goes hand in hand with staying active, this issue is jam-packed with fitness inspiration to keep you in the game. Outdoor fitness doesn't always get the credibility it deserves, so if you want some cool ideas for getting fit outside - and want to have fun while you're at it - turn to Page 40 and find out how to shake off those winter blues.

Whether you're into fashion, books, museums, movies or London landmarks, we've brewed a warming batch of features to create the perfect issue. Read #WOMMagazine on-the-go or with a luxurious golden coffee, also known as the turmeric latte. More about this foodie trend on Page 14.

With plenty of well-being boosting tips to leave you feeling happy and motivated this season and beyond, we hope you'll enjoy our new winter edition.

See you in Spring...

Dawn Wood

Editor-in-Chief

Word of Mouth Magazine

WHY NOT SHARE YOUR THOUGHTS ON OUR WINTER 2018 ISSUE?

We'd be delighted to hear what you think. Tweet us @WOMMagazineUK

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WITH WORD OF MOUTH MAGAZINE.**

A woman with voluminous curly hair, wearing a bright yellow tank top, stands in a lush green field. Her arms are outstretched to the sides, and she is looking upwards with a joyful expression, her mouth slightly open as if smiling or breathing in the fresh air. The background is a soft-focus view of tall grass and trees under a bright sky.

Your Essential Guide to Proper *Self-Care*

Self-care has been a hot topic lately. But many of us turn to overpriced lattes and retail therapy sessions a little too often when we feel down. With one in four people suffering from mental health issues, it's clear that our psychological well-being should be something we strive to care for, not neglect.

Written by Sara Macauley
PHOTOGRAPHS BY PEOPLEIMAGES

Are Companies Capitalising on Mental Health?

While the rise of open mental health discussion and self-care is certainly a positive thing, there are some who view this new attitude as a marketing opportunity. Corporate giants capitalising on our emotions is nothing new - even the celebration of love is commercialised and embodied by fluffy teddies and heart-shaped chocolate boxes. Now the same is happening with self-care. Shops encourage you to ‘treat yourself’ with expensive bath salts and a wardrobe of trendy outfits. And according to the advertising world, applying a clay face mask every Sunday evening is the antidote to emotional turmoil. Who knew?


While marketing companies are partly to blame for perpetuating an unhealthy attitude towards caring for our minds, the majority of us probably make rash decisions in the name of self-care without even realising it. If you’ve never found yourself punching in a Deliveroo order on a down day, give yourself a round of applause. Many people choose to splash their cash in an effort to make themselves feel better, only to find topping up an Oyster card the next day becomes a little bit more soul-destroying. Getting into debt in an effort to look after yourself is counterproductive, and will ultimately leave you feeling even more stressed.

Self-Care Techniques are a Win Win

Proper self-care requires listening to what your body and mind really need. If your body is aching all over, perhaps an extra hour or two of sleep is the answer instead of a pricey Swedish massage at lunch time. Or maybe you’re a night owl type who prefers late nights and long lie-ins. Both options are equally valid. The key takeaway about self-care is for you to listen to what works for you, and create a change in your routine that makes room for those things.

People often start searching for self-care tips when they’re already feeling super stressed or deep down in a pit of depression. This can lead to feelings of frustration when traditional methods like meditation don’t instantly eliminate the problem, or when only drinking green smoothies for breakfast doesn’t make us glow like a goddess. We should be approaching self-care as a necessity, something we need to do to get by. So think of this as an M.O.T for your mind, and start paying attention to what YOU need.

The only self-care tip you really need is a simple one: listen to yourself and your own needs – then make proper time for them.



THE RISE OF HEALTHY TAKEAWAYS AND MEAL PREP SERVICES

Admit it, everyone fancies a kebab once in a while. It's OK, we've all done it. Trouble is, the next morning when you look back at that quick-fix tray of grub, you know deep down you probably could have eaten something more nutritious. Your body, after all, is a temple, so don't let it run downhill this year. Instead, let's make 2018 the year we make healthy adjustments to our diet and lifestyle.

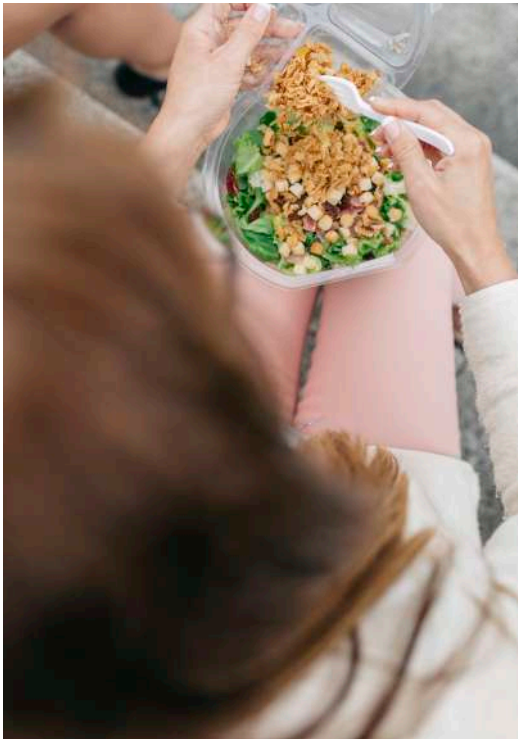
Written by Sam Graham
PHOTOGRAPHS BY WESTEND61

HEALTHY TAKEAWAYS ARE A SMARTER LIFESTYLE CHOICE

One of the beauties of today’s generation is its eagerness to live a healthier lifestyle. Smoking and drinking statistics are decreasing, and more people are choosing low fat, low cholesterol foods over a plate of grease-laden chips. After all, who doesn’t want to feel good about how they fuel their bodies? Up until recently, the very notion of the ‘healthy takeaway’ has been an oxymoron and not really taken seriously. “Takeaways are meant to be bad for you” people used to say, but that was then and this is now.

Takeaways have been cropping up online left, right and centre. Delivery websites like Just Eat and Hungry House now list local takeaways that cater towards a balanced diet, and we couldn’t be happier. From grilled chicken with brown rice and vegetables, to steak and halloumi burgers in a protein bun, what’s not to love? With sides that include everything from sweet potato fries to fruit smoothies and protein-based desserts, whatever your reason for ordering a takeaway: maybe you work shifts, maybe you got home late, maybe you just can’t be bothered to cook tonight? There’s no reason NOT to try and eat well. You’ll thank yourself later for choosing the healthier option too.

“Meal prep packages from the likes of Fresh Fitness Food and Prepp’d offer a delicious range of set menus, packed with all the necessary macronutrient info on the labels.”



ARE MEAL PREP PACKAGES WORTH THE EXPENSE?

Going one step further, some of these health food ordering services even offer meal prep packages and subscriptions. This means they’ll supply you with enough pre-made meals to last up to a week, 2 weeks, a month, however long you want. All you have to do is order, book your delivery, and then cook once your freshly-made meals arrive.

This pre-planning idea is utilised by top athletes and fitness fanatics all over the world, and with good reason: it works. Besides, who likes cooking every single night? It’s easier to just order a massive batch at the weekend, separate foods into tupperware boxes and freeze them until you’re ready to eat.

Meal prep packages from the likes of Fresh Fitness Food and Prepp’d offer a delicious range of set menus, packed with all the necessary macronutrient info on the labels. Since these figures are already worked out for you in advance, and many meal prep providers have their nutritional info uploaded onto Just-Eat and myfitnesspal; could this culinary time-saver be the future of food delivery services? Let’s hope so.

One argument you may hear against healthy takeaways and meal prep plans is that they’re more expensive. But ask yourself this: isn’t any takeaway on the pricey side? Ordering food online always costs more than cooking for yourself, no matter how you spin it. If it does cost a couple of quid more, think of this as paying to avoid any post-dinner guilt. It’d be a shame to derail all that great progress you’ve made over a few extra coins. And if you’re still at the beginning of your journey towards a cleaner lifestyle, think of this as a trusty backup for the days when you just don’t have time to prepare meals from scratch.

Of course, eating healthy is only half of the story. So find your preferred online TDEE calculator if you haven’t already, figure out those all important macros, then build yourself a balanced diet around it. Here’s to your healthy year ahead!

DO TURMERIC LATTES *ACTUALLY* BENEFIT YOUR HEALTH?

Written by Sara Macauley

PHOTOGRAPHS BY ANNAPUSTYNNIKOVA





“Turmeric has been touted for offering a myriad of health benefits, and is said to counteract pretty much any minor health problem.”

First it was green tea, then matcha lattes, now another wellbeing boost has arrived in coffee shops across the world; bringing with it promises of health benefits, improved dietary ailments and pain control.

Turmeric coffee started out as a foreign concept – fine for the health-conscious foodies we admire on Instagram, just not for the everyday Joe. But over time, this spiced coffee craze has reached new heights. Fashion magazines, online health forums and social influencers have all entered into the turmeric trend with gusto. When scrolling through your morning Insta feed, blurry-eyed and rubbing sleep away from your eyes, you’ve probably encountered a post featuring this golden-hue super drink. But does this latte’s “golden milk” really hold powerful health benefits within its frothy depths? Here at Word of Mouth Magazine, we decided to investigate.

Turmeric has earned a place on almost every UK food trend list between 2016-2017, with Google noting a 300% rise in searches leading up to their 2016 report. So what is it that makes this Indian spice so special?

Turmeric has been touted for offering a myriad of health benefits, and is said to counteract pretty much any minor health problem. The spice holds anti-inflammatory properties, which is good news for those who suffer from redness and skin irritation.

It’s also said to relieve joint pain, arthritis and even reduce delayed onset muscle pain – great for those of us who avoid the gym for fear of the second-day burn. The

food world’s latest rising star also helps liver function, prevents dementia, boosts immune system and lowers cholesterol. Phew.

According to Karen Austin, founder of Topaz Fitness Academy and female hormonal expert, “turmeric has loads of amazing health benefits. It contains a component called curcumin, where its medicinal properties come from.”

A simple online search brings a tally of results raving about the benefits of biologically active polyphenolic compound, curcumin. But how much turmeric should we consume to see any health benefits worth a mention?

“Everyone’s different, but on average to experience any health benefits I would say you need to consume about 500 milligrams of curcumin a day. For reference, one teaspoon of fresh ground turmeric contains about 200 milligrams. What a lot of people don’t realise is that it’s not easily absorbed into the body, so can be pointless dosing up if it’s not getting absorbed to do the job. Adding pepper increases the ability of your body to absorb curcumin, so you can get the benefits.” Karen told us.

So can a single turmeric coffee solve all your health woes in one fell swoop? Unlikely. But by regularly using turmeric in cooking, drinks or supplement form, this is likely to give your immune system a helping hand. Consume it alongside a healthy diet and exercise for your best plan of action.

With promises of improved skin tone and a reduction in IBS symptoms, this is one food trend we’ll be trying out this winter.

Why Travelling Alone is Good for the Soul

Written by Dawn Wood
PHOTOGRAPHS BY JORDAN SIEMENS

Have you ever sat across from a person sipping a glass of red? You notice they're alone and wonder if they're running away from something. How about spotting someone by themselves at the cinema or travelling alone on an aeroplane? It used to be that going out solo to do anything social or for leisure was questionable. But fast forward to 2018 and opinions have changed for the better... thank goodness. Do a simple Google search and you'll find plenty of articles boasting the benefits of travelling solo.


Life is full of excitement and challenges, epic highs and not-so-nice lows that have any sane person wanting to get away from it all every so often. We're only human. So once in a while, we travel. Why? Because travelling is good for the soul.

Maybe you're itching to embark on a journey of self discovery but the timing isn't right, or perhaps you're one of those free spirit types not quite ready for the whole marriage and kids chapter yet. You might have the luxury of owning your own business and love nothing more than relocating somewhere new with the booking of a plane ticket - a place where you can grow your solo biz venture and discover the pros of personal growth in the process.

Wherever you're at in life right now, travelling alone offers many benefits that you may not have known existed without a change of scenery now and then.

If 2017 taught us anything about life enrichment, it's that we must switch things up and challenge what we're used to. So if you're currently toying with the idea of travelling solo, but you're still on the fence weighing up reasons why you shouldn't, let's look at some of the reasons why you should escape your comfort zone and see the world this year...



A person wearing a hat and a backpack is hiking on a gravel trail that winds through a mountainous landscape. The trail is flanked by dense evergreen forests, and the background shows distant mountain ranges under a bright sky with some clouds. The person is walking away from the camera, looking out over the valley.

“The beauty of travelling somewhere different is that nine times out of ten, you’ll wind up meeting interesting people from all walks of life.”

TAKE TIME OFF FOR YOURSELF

If you’re worrying about how you might enjoy a stint of uninterrupted alone time in foreign lands, here’s the thing. Consider how often you truly get time to just ‘be’, and be yourself at that. Those few precious moments where you can relax, bask in your own company and savour freedom to enjoy the little things. It’s perfectly normal to feel overwhelmed by the roller coaster of experiences and emotions life brings. With the constant demands of family, relationships, finances, careers, health, and the unattainable happiness many convince themselves is almost impossible to find, is it any wonder we need space to breathe and reboot?

DISCONNECT AND RECONNECT

In today's tech-driven society, it's all too easy to become addicted to having everything at our fingertips. In fact, according to a relevant article on The Huffington Post, people who are constantly accessible via smartphones are most likely to report mental health issues. And because there is thought to be a link between technology and its depressive effect on the brain, all the more reason to take regular breaks away from our screens, yes? Travelling presents the perfect opportunity to unplug and switch off from the outside world.

Be mindful that you're NOT being selfish if you decide to disconnect from the outside world and go off-the-grid. In *Eat, Pray, Love*, when Julia Roberts' character Elizabeth Gilbert journeyed to Italy, India then Bali to find herself, she said "to travel is worth any cost of sacrifice." Once you try a digital detox and reconnect your mind and body, you'll be far better prepared for anything that comes your way upon the return trip home.





MEET INTERESTING PEOPLE, DISCOVER NEW THINGS

The beauty of travelling somewhere different is that nine times out of ten, you'll wind up meeting interesting people from all walks of life. From fellow tourists and backpackers, to friendly international residents, travelling solo lets you wander into the unknown and expand your social circle at the same time.

The take-home message? Live life on your own terms without distractions, and get reacquainted with your own fantastic self.

Do you enjoy travelling alone? We'd love to hear about your experiences.

Tweet your comments to: [@wommagazineuk](https://twitter.com/wommagazineuk)

FIVE THINGS TO DO AT THE HORNIMAN MUSEUM

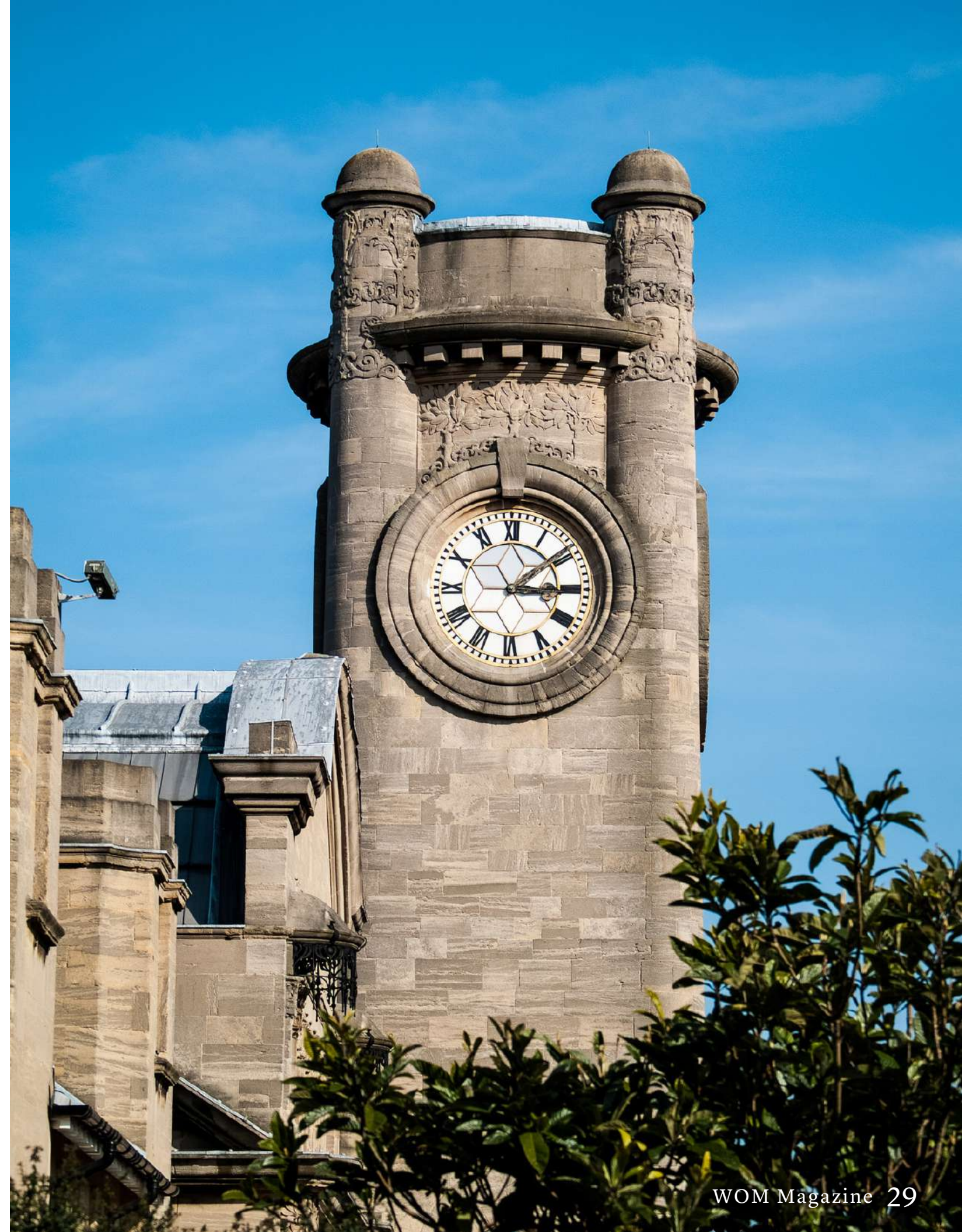
Written by Stephanie Phillips

PHOTOGRAPHS BY ULTRAFORMA AND PHENOMARTLOVER

Home to a collection of bewildering anthropology from around the world, The Horniman is one of South East London's national treasures. This Forest Hill-based museum is perfect for local families who want to give the kids something fun and educational to do, without having to travel into Central London.

Founded by Victorian tea trader and philanthropist Frederick John Horniman in 1890, the museum started as a way for Horniman to 'bring the world to Forest Hill'. With its beautiful gardens, stunning collections and famously overstuffed walrus, there's always plenty to see and do at The Horniman.

We've listed the best ways to spend your free time here and learn something new at this South London culture staple:



HORNIMAN FARMERS MARKET

Any area of South London wouldn't be complete without a farmers market, and Forest Hill is no exception. If you love picking fresh seasonal products, finding unusual treats or indulging in the best of organic, you'll find these at The Horniman Farmers Market. Pop to the museum's lush gardens every Saturday morning to collect your essential goods, or maybe just a one-off treat from the many independent local producers here. Every week there's artisan bakers, handmade pies, British cheese sellers and so much more to discover.

Entry: Free. Every Saturday, 9am - 1.30pm

CORAL: FABRIC OF THE REEF

Visit artist Karen Dodd's complex textile exhibition which celebrates the beauty of oceanic life. Dodd was inspired by The Horniman's own aquarium and vast natural history collection. She used woollen fabric dyed, sculpted and stitched together to replicate the shapes and structures of the coral reef. This particular exhibit was created to draw focus to an organic wonder, while highlighting the tremendous environmental threat coral reefs face due to climate change.

Entry: Free. Exhibit open until 9th September 2018

THE NATURAL HISTORY GALLERY

This century-old collection is a central part of The Horniman and includes taxidermy animals, skeletons and preserved specimens. The famous Horniman Walrus, known for its gigantic size after it was accidentally overstuffed, sits in the centre of the gallery space. Explore displays that span evolution, fossils and the entire animal kingdom.

Entry: Free. Open all year round

HANDS ON BASE

The museum's ample collections at Hands On Base are a wonder to behold. But while these artifacts and relics are housed behind sheets of glass away from curious hands, it's safe to assume that young ones can't fully grasp their importance. Hands On Base events counteract this problem. How? Public spectators are invited to visit on selected days throughout the year to explore thousands of objects from the handling collection. Why not try on a Mexican mask or get close to an endangered animal. There's also a Hands On space in the music gallery where visitors can play instruments and make some noise of their own.

Entry: Free. Select Sundays throughout the year

THE AQUARIUM

The Aquarium boasts a wide variety of aquatic life from around the world. Pick from 15 exhibits focusing on British pond life, tropical rainforests, Fijian coral reefs, and a wealth of other colourful animal habitats.

Entry: Adult: £9, Child: £2. Open daily 10.30am - 5.30pm

Let it be known that The Horniman features new and exciting exhibits every year, just in case you manage to get through everything the museum has to offer at the moment. With a family-friendly café and open gardens to admire, it's unlikely you'll ever grow tired of this Victorian antiquity.



NOT ALL PLAIN SAILING: EXPLORE THE DRAMATIC STORY OF CUTTY SARK

Cutty Sark: original tea clipper and now an award-winning attraction that lures millions of visitors to Greenwich every year. But how did this historic ship become a South London landmark in her own right? Sark's journey has been far from smooth-sailing. Hop aboard as we uncover the ship's dramatic past...

Written by Dalia Dawood

PHOTOGRAPHS BY WESTHOFF AND ANTHURREN

Britons the world over are known for their love of tea. In fact, us Brits are so besotted with a good brew that we even built clipper ships to carry tea from China to London as swiftly as possible. This was an important part of England's import-export trade in Victorian Britain, and how Cutty Sark (the world's only surviving tea clipper) was born in 1869, Scotland. She was the fastest ship of her time, reaching a speed of over 17 knots - around 19.5 mph - and visiting all the major ports around the world throughout her history.

The 'tea years' from 1870-78, saw Cutty Sark carrying more than 1,000,000 lbs of tea from the Far East back to London per journey, and undertaking eight voyages in pursuit of tea. During this period, informal races were held with other clippers that carried tea cargos, and Cutty Sark's well-known race was against Thermopylae in 1872. The ships closely matched each other and Cutty Sark even had a healthy lead to begin with. But alas, any initial good fortune ended when her rudder gave way, which saw her arriving seven days after her rival, Thermopylae.

As steamers began to take over tea clippers, Cutty Sark shipped different cargos around the world, taking coal from Japan to China, and Jute from Manila to New York. But trouble began to brew aboard the ship in 1880, when First Mate Sidney Smith - a known bully who was disliked by crew - murdered seaman John Francis. Despite being confined to his quarters, the ship's Captain James Wallace helped Smith escape in Indonesia and prompted a mutiny by the crew who downed tools, leaving all but six apprentices and four tradesmen to sail the ship. Riddled with guilt, Wallace jumped overboard, and Cutty Sark was without a captain.

Her most successful years were between in 1883-95, under the command of Captain Richard Woodget who



transported wool from Australia. He sailed Cutty Sark at the fastest speed and passage time - but he also brought her into dangerously close contact with icebergs around Cape Horn. Woodget's logs and some personal effects can still be seen on display in Cutty Sark's museum collections today.

After a brief stint being sold to a Portuguese firm, Cutty Sark was restored to her old name and nationality by the early 1920s. She is the second ever historic vessel to be opened to the public - in 1938 she was used as an auxiliary vessel for the cadet training ship HMS Worcester in Greenhithe, Kent. From Greenhithe to Greenwich, she arrived at the latter in December 1954, and underwent three years of restorative work that renewed her tea clipper appearance, before being opened by Her Majesty the Queen in 1957.

Cutty Sark was reopened by the Queen once again in April 2012 and remains in her dry dock in Greenwich to this day. But she wasn't out of the blazing woods yet. Another small fire broke out on deck in 2014 that caused minor damage, but no further incidents have been reported since.

She's had a stormy voyage, but today Cutty Sark is preserved as a legendary museum ship and has been visited by more than 15 million people from around the world since 1957. Visitors can explore the main deck and catch breathtaking views of the London skyline while learning about her incredible history. For the real sea dogs, you can discover more about life on the open water by paying a visit to neighbouring National Maritime Museum.

Book now via the Royal Museums Greenwich website: www.rms.co.uk/cutty-sark



RYE LANE

HISTORY 101: DISCOVER PECKHAM'S GOLDEN MILE

Written by Dalia Dawood

Originally nicknamed as South London's 'Golden Mile', Rye Lane is Peckham's vibrant shopping hotspot. Once considered to be the Oxford Street of the south, this sought-after area was famous for drawing in wealthy Victorians to its department stores, including Jones & Higgins and Holdrons in the late 1800s. As the street evolved, it became better known for its working-class community, with TV shows such as *Only Fools and Horses* and *Desmond's* highlighting a more 'rough-around-the-edges' charm. Today, as new creative communities set up shop here, Rye Lane's façade continues to change.

WHERE IS PECKHAM'S GOLDEN MILE SITUATED?

Running half a mile from Peckham High Street, north to Copeland Road by The Nags Head pub, walk through this bustling road and you can expect to encounter a myriad of sensations from the many local Afro-Caribbean businesses. Here you'll find smells of raw meat and fish from market stalls, along with back-to-back 'Afro Food' shops haggling for the attention of customers. Fumes escape from beauty salons which cater to the black community, coupled with hair care shops dotted along Peckham's lengthy stretch of shops. Signs flash from the many mobile phone repair stops and knick-knacks spill out from discount stores - the king of which has to be bric-a-brac mecca, Khan's Bargains. Caught somewhere between a grocery store, convenience store and DIY warehouse, you'll find everything from paint to pasta in this vast den of goods.

Next door is Holdrons Arcade, located where the former department store used to be. This popular shopping joint is home to copious independent businesses, including the likes of YAM Records, Wavey Garms, and cafés such as vegan joint Nutkins. Behind Holdrons is Copeland Park, the creative arts complex that joins with Rye Lane through a narrow alleyway.

IS RYE LANE SOUTH LONDON'S GENTRIFIED HOTSPOT?

Peckham is no stranger to gentrification. The arrival of bohemian types to the community has boosted its trendy status even further and introduced a host of hip cafés, pubs and yoga studios into the mix. Many reside here and in

the neighbouring multi-storey arts venue, Bussey Building. Occasionally on weekends, you'll find crowds of locals rummaging for bargains at vintage flea markets or noshing on tasty morsels from street food vendors.


PECKHAM LEVELS: SEVEN LEVELS OF CULTURE

Back on the main road, local favourite Peckhamplex is probably one of the few places left in London where you can catch a blockbuster for just a fiver! Directly above it, a new artistic hub has recently opened up in a disused car park: Peckham Levels. This new project describes itself as 'Seven levels of culture' and offers work spaces to local creatives at affordable prices. The first five levels have been rented out to artists, start-ups and designers, 75% of whom are local to the area. Peckham Levels shares this space with the established arts gallery, Bold Tendencies and popular rooftop hangout, Frank's Café.

To the south of the street, be sure to discover the cluster of quaint coffee shops and eateries housed here, including brilliant brunch options at Pedler and cute café Tupi, both of which are brimming with hungry diners queueing for food on Sundays (try the latter's amazing blueberry pancakes.)

But of course, the best way to enjoy Rye Lane's sensory thrills is to explore them for yourself. Hop onto the Ginger Line to Peckham Rye station and have a wander around this dynamic stretch of the south. For all of its changes, it's still one of the most multicultural and truly unique places to see in the whole of London.



A group of people are walking away from the camera down a path in a forest. The path is lined with tall trees and dense green foliage. Sunlight filters through the leaves, creating a warm, dappled light effect. In the foreground, a person with dark hair is seen from behind, wearing a blue jacket and carrying a brown bag. Ahead of them, a man in a blue jacket and a grey knit beanie is looking up at the trees. Further ahead, a woman with red hair and a man are also visible, walking along the path. The overall atmosphere is peaceful and natural.

FIGHT THE COLD WEATHER WITH OUTDOOR FITNESS IN SOUTH LONDON

Written by Dalia Dawood

PHOTOGRAPHS BY CAIAIMAGE/PAUL BRADBURY

Brrr... the days are dark, temperatures have plummeted, and we're all wearing five extra layers just to go outside – winter has landed in London, that's for sure! While it might be tempting to stay indoors with a warm blanket and ditch the exercise routine altogether, the cold weather doesn't necessarily mean your fitness regime has to freeze too.

If you've put on a few festive pounds (who hasn't?), now is the best time to brave the elements and try some outdoor activities that'll keep you trim. Forget the gym, 2018 is all about enjoying the lush green spaces London has to offer. So strap on a pair of sturdy walking boots and embrace the fresh air with our off-duty outdoor walks guide...

JOIN A LOCAL WALKING GROUP

For most people, hiking in London probably consists of tunnelling through the tube corridors at full speed while battling for a space on a packed train carriage. But for outdoor lovers, there's plenty of local hiking groups where you can get together and ramble through the city's many idyllic green spots. According to surveyed habitat information, did you know that a whopping 47% of Greater London is green, while 33% of the city is vegetated green space? So you really are spoilt for choice when it comes to deciding on a winter walk route.

It may go dark earlier these days, but you can always join a walking group if you want to enjoy a hit of seasonal exercise while staying safe and visible. Among London's local groups is Blackheath Ramblers, a close-knit group based in South East London that regularly organises expert-led walks. Short rambles in London mainly take place in the Greenwich and





“It may go dark earlier these days, but you can always join a walking group if you want to enjoy a hit of seasonal exercise while staying safe and visible.”

Lewisham areas - these are the home boroughs of many members as well. They also enjoy longer hikes through the stunning countryside that surrounds the city, including Kent, Surrey and Sussex. Links to upcoming walks and full details can be found on their website: www.blackheathramblers.org.uk.

The Southbank Ramblers, mostly based in the Lambeth and Southwark boroughs, is another group whose love for walking has taken them to picturesque locations in the South East of England, as well as London. For a small fee you can become a member of the Ramblers Association and join in with group activities, but there's walks available for non-members too - check out www.southbankramblers.org.uk for more info.

Both of these hiking communities are among the nine groups that form part of Inner London Ramblers, a charity dedicated to looking after London's green spaces by organising communal walks. Another exciting London-based group are the Metropolitan Walkers, who often host night-time walks. From short rambles around the city to healthy hikes of up to 17 miles, don't worry, there'll be plenty of pit-stops at a selection of cosy pubs along the way. With this group, there's also the option to take a mid-week evening stroll... perfect for winding down after a long day at work.

DISCOVER SOUTH LONDON ON FOOT WITH THE GREEN CHAIN WALK

If you want to explore South Eastern sights and scenery while boosting your health this winter, there's no better way than via The Green Chain Walk. Stretching from Thamesmead down to Nunhead Cemetery, The Green Chain Walk is a network of more than 300 open spaces in South East London and features a diverse patchwork of greenery just waiting to be discovered. From ancient woodlands and wild nature reserves to parks and golf courses, you'll find it all here.

The Green Chain Walk spans an impressive 50 miles, so you wouldn't be expected to complete it all in a single day! Most people do this walk in smaller doses, and the path is conveniently linked via nearby train stations. Split into 11 sections, you won't find many other walks in the area that cover so many spectacular sights. You'll pass the 18th century Gothic folly of Severndroog Castle, spot the Art Deco glamour of Eltham Palace, go birdwatching among fishermen boats at Southmere, marvel at the amazing wildlife – and there's even dinosaurs to see at Crystal Palace Park! It's a truly unique and visual way to soak up the rich culture and heritage this understated section of London has to offer.

The best bit? You can take part for free in your own time. Discover guides on how to cover the route's 11 sections on The Green Chain website: www.greenchain.com and download handy maps and travel information via Transport for London: <https://tfl.gov.uk/modes/walking/green-chain-walk>.

You'll soon feel fitter and forget about the cold weather with all the fun to be had this wintertime. Now get those feet moving!



TOP 10 BOOKS

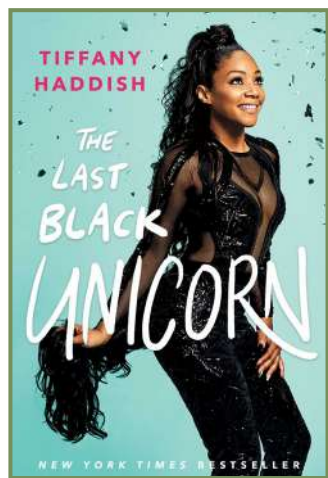
TO ADD TO YOUR 2018 READING LIST NOW

The days are getting shorter, your pay doesn't quite stretch as far as you'd like, and even your trusty winter coat can't withstand London's bitterly cold nights. But don't feel bad if you're looking for any reason to stay indoors, we're all searching for one.

To help ease that difficult 'should I stay or should I go outside' decision, keep your tootsies warm indoors and take a peek at the best new books to curl up with by the fire.

Written By Stephanie Phillips

PHOTOGRAPHS BY STEVE PREZAN



LAST BLACK UNICORN BY TIFFANY HADDISH

In a hilarious collection of personal essays, breakout star Tiffany Haddish from box office comedy smash *Girls Trip* details her rise from a poverty stricken childhood in LA to worldwide success, all in her usual brutally honest humour.

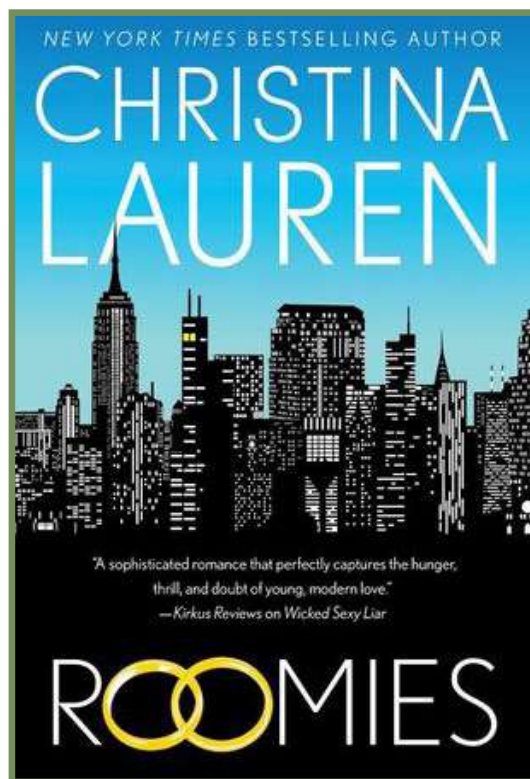


THE KEEPER OF LOST THINGS BY RUTH HOGAN

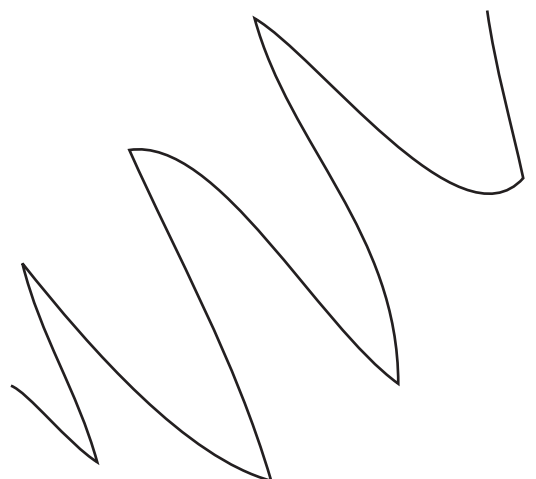
Hogan's feelgood debut novel explores the objects in our lives that hold meaning and mystery. The novel found its way onto Richard and Judy's Book Club reading list in 2017, and even went on to become a Sunday Times bestseller.



ROOMIES BY CHRISTINA LAUREN

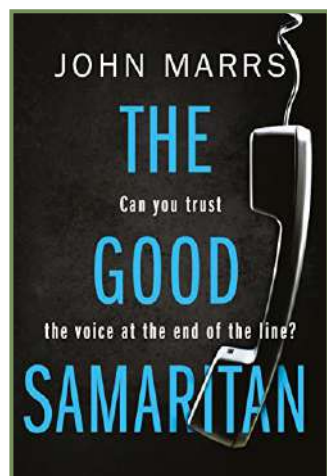


Writing partners Christina Hobbs and Lauren Billings are back with a new adult romance novel about Holland Baker, a *New Yorker* who marries a man to help him stay in the country, only to develop feelings for him afterwards.



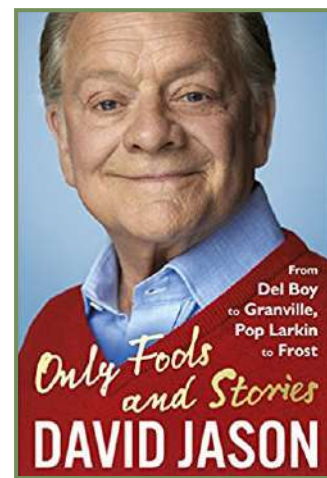
THE BEGINNING OF THE WORLD IN THE MIDDLE OF THE NIGHT BY JEN CAMPBELL

This award-winning poet and writer's debut short story collection is an enchanting journey through the world of magic, fantasy and modern day fairy tales.



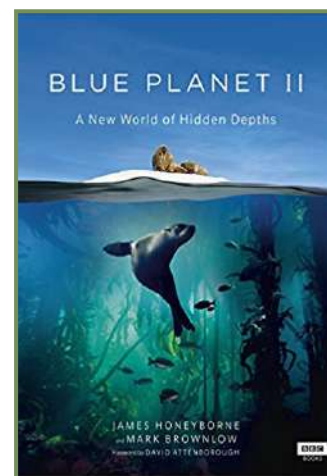
THE GOOD SAMARITAN BY JOHN MARRS

When Laura's desperate callers reach her Samaritans helpline, little do they know they should do anything but trust her. A charity worker hides a sinister secret in this gripping thriller.



ONLY FOOLS AND STORIES: FROM DEL BOY TO GRANVILLE, POP LARKIN TO FROST BY DAVID JASON

The loveable actor discusses key moments that changed his career, the ins and outs of playing his most famous characters, and reflects on the ways his characters affected him on a personal level as well.



BLUE PLANET II BY JAMES HONEYBORNE AND MARK BROWNLOW

If you haven't yet caught the wildly popular David Attenborough documentary series, treat yourself to this accompanying book which includes stunning photography and epic tales of oceanic life.

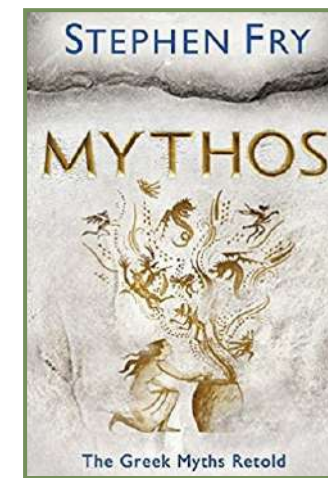


HOW TO BE CHAMPION BY SARAH MILLICAN



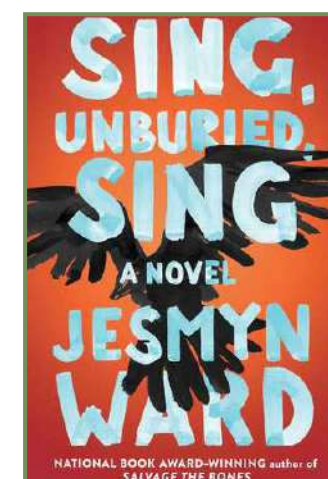
The hilarious Sarah Millican lets us in on her most embarrassing, heartwarming and inspirational moments. Opening up about everything from evolving after a divorce to being contacted by your childhood bully, *How to be Champion* is perfect for those moments when you need some firm life reassurance.

SO WHETHER YOU'RE IN NEED
OF A GOOD LAUGH, AN
EMOTIONAL READ OR A JOURNEY
INTO A FANTASY WORLD, THIS
READING ESSENTIALS LIST IS
SURE TO KEEP YOU
ENTERTAINED WELL INTO 2018.



MYTHOS: A RETELLING OF THE MYTHS OF ANCIENT GREECE BY STEPHEN FRY

Author and comedian Stephen Fry updates the classic Greek myths and tragedies with a modern twist. The stories are in good hands with Fry who has adored the tales of Zeus and Athena since childhood.



SING, UNBURIED, SING BY JESMYN WARD

Winner of The National Book Awards 2017, Ward paints an intimate portrait of an American family battling with the trauma, violence and ugly truths of their lives, while touching on America's dark history.



The New Australia: Discovering Cooler Climate Wine Regions

Standing in a vineyard in Macedon, Victoria on a spring morning, I didn't expect my first thought to be "I wish I'd brought a jumper and some gloves." And yet it was.

Last year, while planning my trip to Australia, I'd assumed it would be all warm days and sunny skies - but it turns out there's a lot more to Australia than that!

And this makes sense when you think about it.

Written by Julia Lambeth

PHOTOGRAPHS BY GETTY IMAGES



As a standalone country Australia is roughly the same size as Europe, so it's bound to have a variety of climates and temperatures. Down in the southern parts near Melbourne was precisely where I experienced this. Melbourne is regarded as the most European city in Australia, partly because of its culture and partly because of its weather. You're told to expect 4 seasons in a day, and it's true.

So what does this change in temperature mean for Australia's finest wines? Climate is one of the most important factors in understanding how a wine is going to taste. Why? Because weather determines how a grape ripens. Broadly speaking, the warmer the region, the higher the grape's sugar content is and the lower its acidity will be. So the wine will contain more alcohol, more body and an intense flavour, but may not have the same refreshing acidity as cooler climate wines.

Cooler climates by contrast retain more acidity but build up less sugar, so these wines are lighter bodied, delicate and more refreshing. Neither is right or wrong when it comes to wine. But if you have a preference for one style over another, it may help to identify the climates that your favourite varieties come from. And remember, most countries have a mixture of different climates. For instance, Northern France is different to Southern France, and the same goes for Australia too.

Most people think of Australian wine consisting of big buttery Chardonnays or ripe and fruity Shiraz, but these are actually a hallmark of the warmer regions. Start looking at the cooler areas and you'll soon find a vast selection of different styles.

Chardonnay is still grown in abundance, but it is fresher and more delicate on the palate. You can also find some other white grape varieties such as Riesling and Pinot Gris – those typically associated with Northern France. Awesome sparkling wines often made in the Champagne style consist of a similar blend of grape varieties. They keep the same freshness, only with a riper flavour.

For red grapes, Pinot Noir is much more prevalent. Case and point, the grape variety of wines from Burgundy in France! The wines here tend to have a little more body and fruity character than French ones, but again this is by no means a bad thing! You can find Shiraz and Cabernet Sauvignon here, but these are more elegant, restrained and herbaceous than their warmer climate counterparts. These are not typically high alcohol heady styles, they're a little more structured and serious wines that go well with food. They also benefit from keeping for a few years.

If you're interested in trying some of these regions, be sure to look out for wine labels that feature Yarra Valley, Mornington Peninsular, Adelaide Hills, Geelong, Macedon, and of course, Tasmania – the coolest Australian wine region!

Or if you fancy coming along to a tasting session that showcases Aussie wines, our next event will focus on varieties from Australia and New Zealand.

FULL DETAILS: World Of Wine: Australia and New Zealand, South London Wine School, Thursday 8th March 2018 at The Mitre in Greenwich, South London. Tickets are £27.00 per person and places are limited.

A woman is shown from the waist up, holding a green Prada bag with gold-tone hardware. She is wearing a green and brown striped dress and several gold-tone bracelets. The background is blurred, showing an outdoor setting with a railing.

Prada or Nada?

How to Spot Fake Designer Goods

We all wish we had cash to splash on fashion's hottest runway pieces, but unfortunately for most of us this would mean not eating for the next month or giving up a kidney - neither option sounds appealing.

Written by Sara Macauley
PHOTOGRAPHS BY GETTY IMAGES

Enter the online designer rental store. Boutique-style rental sites like Front Row are popping up all over the world to offer mere mortals luxe fashion buys for less. While these sites are undoubtedly great - who wouldn't want to borrow anything Balenciaga? - they don't come without a caution sign.

Aussie brand Borrow My Balmain recently came under fire when they were outed for renting a fake Dior skirt to different customers. The skirt in question was worn by Instagram-famous model Steph Claire-Smith, whose photo garnered widespread attention when followers pointed out the skirt she wore was actually a knock-off. The brand denied any knowledge that the piece was fake, which begs the question if companies like this can't tell the difference between a Dior and a disaster, how can online shoppers?

We did some homework and discovered that the devil really is in the detail. Here are some of our top tips for spotting fake designer goods:

Fastenings

On an item of high quality, you should expect all fastenings and zippers to be heavy in weight. If they're light and flimsy, it's likely you've been fleeced. Every fastening should pull down smoothly with no jerking or catching, and the zipper and zip line should be the same colour. High end designers usually prefer a matte finish, so if your zip is super shiny and erring on the tacky side, warning bells should be ringing. Designer labels also usually have their brand name carved into buttons, while fake designer goods often lack such attention to detail.

Know Your Labels

Before you rent a killer designer dress, you should have a good knowledge of the brand in question. Knowing the usual font, positioning and style of the label on the piece you want to borrow could save a lot of tears, and more importantly - precious pounds. Logos should look perfect, and brand names spelt correctly with evenly spaced lettering on the label. Most designers favour a cotton label the same colour as the garment, so be wary if you see an obviously out of place, brightly coloured label.

Location

Most counterfeit goods are produced in Asia, while designer items are predominantly made in Europe. Say you're renting a dress or skirt from a French fashion house, but you find the label on the garment reads 'Made in China,' you should be suspicious. Also, pay attention to how many of the same item the site is serving customers. For example, individuals aren't authorised dealers for designer goods, so if there are 25 identical Chanel handbags for rent, keep your money and spend elsewhere.

While life doesn't revolve around labels, if you do indulge in the occasional designer buy, it's important to follow these tips and protect your style investment.



TOP 10 WINTER WARMER

FILMS YOU'LL WANT TO SEE THIS YEAR

Winter is kind of like that complicated friend we all have – fun in small doses, but too much exposure and you end up feeling drained and fed up. After the first snow falls, when the Christmas buzz has faded and we're sick of wearing 17 layers, we start to look forward to nights spent within the cosy embrace of our bed.

Cold December evenings, blankets and heartwarming films are the perfect combination, so we've taken the liberty of compiling a Top Ten movies list to save you some browsing time. Tuck yourself in, turn off the lights and grab a warm cuppa, because you're in for a good time.

Written by Sara Macauley

PHOTOGRAPHS BY GEBER86

MR. CHURCH

First up is Mr. Church, an undeniably feelgood movie starring everyone’s favourite film hero, Eddie Murphy. This film sees a black male cook come to live with a mother and her daughter after the death of her husband. When the enigmatic Mr. Church comes to town, he shakes up the family’s life with his kind but secretive ways. A sometimes tough to watch, but ultimately heartwarming film.

A DOG’S PURPOSE

If you find yourself waving at dogs in the park rather than their owners, this is the film for you. Based on a dog who explores life in many different canine forms, we get a real look into what it means to be human, and have a non-human best friend.

WONDER

This star-studded film is a real tear-jerker, and is a story guaranteed to inspire. Directed by Stephen Chbosky (of The Perks of Being a Wallflower fame) August Pullman is a fifth grader with facial disfigurements. Over the course of the film we see him battling with bullies but still coming out on top. Have the tissues nearby. You have been warned.

LAST HOLIDAY

Queen Latifah stars in this guilty pleasure rom-com. When bad news follows a brain scan, she decides to spend her last days living it up in a hotel far, far away. Laughter, snobbery and life affirmations ensue.

THE FUNDAMENTALS OF CARING

This Netflix original is filled to the brim with emotion. This story of Trevor, a disabled boy and his tragedy-struck carer will knock you off your feet and pick you up again as you watch them embark on the road trip of a lifetime, picking up wayfaring strangers along the way.



MARY POPPINS

A family classic well worth revisiting during the winter months, this quintessentially British film will have you dusting off your Grandmother’s carpet bag and believing in magic again.

BIG

Tom Hanks stars in this hilarious coming of age classic. When a young boy wishes to escape his adolescent life and become ‘big,’ he wakes up in the morning to find himself a grown man who has to navigate the world of work and dating. Guaranteed to bring a smile to your face.

SLEEPLESS IN SEATTLE

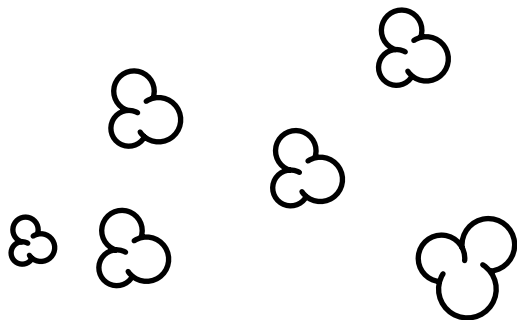
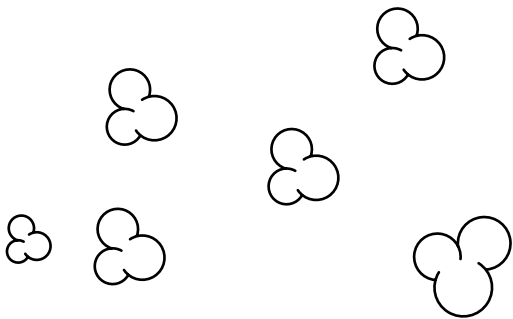
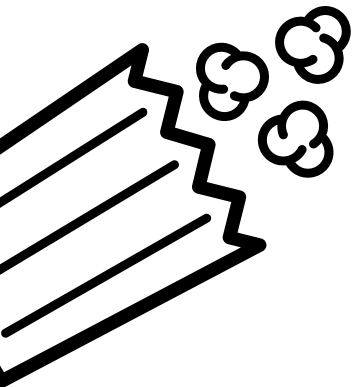
Meg Ryan joins Mr. Hanks once again in this epic romantic comedy, which sees Meg as a journalist who falls in love with a widower after hearing him speak on a radio talk show. Ridiculous storyline? Check. Cute little boy? Check. Epic scenery? Check. The perfect formula.

THE PURSUIT OF HAPPINESS

Based on a true story, The Pursuit of Happiness features Will Smith as a single father, struggling financially in the city. We see things go from bad to worse for our protagonist and his infant son, juggling work, paying the bills and facing life as a single dad. The struggles he faces are visceral and the moments of joy even more so.

LOVE ACTUALLY

Everyone’s favourite Hugh Grant film – Love Actually. You didn’t think we were going to write a list of heartwarming films and not include this little chestnut, did you? We basically all watch this one just to see Hugh dancing to Girls Aloud. Go on, admit it.





Visit London's Luxury Arthouse Cinemas

Written by Dalia Dawood

Luxury cinemas are bringing a touch of glitz and glamour back to the big screen. So naturally, we couldn't wait to explore the rise of arthouse cinemas as a fresh take on places for pampering...

Since the likes of Netflix and subscription film services have dominated many of our movie-viewing habits, we've seen the small screen edge its silver sister aside. And with cinema prices in London increasing to their highest level yet, it's no wonder people choose to stay home rather than fork out. The UK Cinema Association's latest figures reveal that the average cinema spend is now at a staggering £19.18 per person - yikes!

ENJOY THE COMPLETE CINEMA EXPERIENCE TO THE MAX

But a new breed of independent cinemas is bringing back the magical cinema experience to London viewers. These cinemas promise to deliver lavish experiences and opulent interiors, luring film fans into their ornate doors at - wait for it - reasonable prices. Gasp! Arthouse venues are proving the glamorous world of film is projected not just onto the big screen, but inside the theatres that house them too. From elegant Art Deco designs and grand architecture such as the regal Regent Street Cinema and the enchanting Electric in Notting Hill, to gourmet in-screen dining and premium seats - this is five-star cinema status.



While big multiplex chains have also jumped on board and launched their own luxe experiences (Odeon's The Lounge), the indies definitely crank up the cinematic spectacle with baroque décor. The Everyman in Hampstead is known for its retro signage and atmosphere, claiming the luxury crown for its snazzy sofas, wine coolers and waiter service. The Electric in Portobello - one of the country's oldest working cinemas - rolls out the indulgence through its 65 plush red leather armchairs, footstools and side tables. And if you're feeling really fancy, you can recline on one of its six double beds. Cashmere blankets are also part of the pampering experience here, darling. At Picturehouse Central, cinematic chic is spread across four floors, including a members-only roof terrace overlooking Piccadilly and Haymarket. Along with independent arthouse flicks, Picturehouse Central injects more cultural offerings through live performances of world-class art from The Royal Shakespeare Company and The National Theatre.

But it's not all about aesthetics, the food is getting fancier too. Forget noshing on popcorn and sweets, Curzon Mondrian has a hot food menu for in-screen dining which serves cinema goers haute cuisine dishes like seared tuna and crab omelette. Brixton favourite The Ritzy, one of South London's longest running picture houses, matches this retro grandeur with its selection of lively bars and eateries that offer

gourmet snacks, craft beers and wines to take in with you. Increased viewing pleasure guaranteed.

LUXE PICTURE PALACE COMING TO LEWISHAM

The best in our line of luxury cinemas could well be the most grandiose yet - and it's coming to South East London. Indie film kings Curzon have announced plans to transform Lewisham's Ladywell Playtower into a picture palace, after winning a bid to restore the site and topping competition from more than 250 other applicants. Looking like a fairytale castle that Rapunzel might call home, the Grade II listed Victorian bath house on Ladywell Road will feature a three screen, 220-seater cinema once completed, and it will share space with a café, bar and residential flats.

Originally built in 1884, this site was one of London's earliest public swimming pools which fell into disrepair along the way. The restoration plans promise to transform the space into a dazzling tower fit for film-loving royalty, and putting Lewisham on the cinematic map. This spectacle film venue is scheduled to open in 2020 and we've already got it noted in our diary.

Imagine nestling into your own wide, comfy armchair in a Victorian-style picture palace as you nibble on wasabi peas with a lovely glass of Merlot. See you there.

Where to Volunteer in London This Winter

Written by Stephanie Phillips

PHOTOGRAPHS BY STEVE DEBENPORT

Winter is a poignant time of year to think about those who are generally less fortunate. Many people struggle to get by during the colder months when it's harder to stay warm and easier to feel isolated. For those who aren't in the best place, charities are available to lend a valuable helping hand when times are tough.

Throughout wintertime in particular, this is the peak time when different charities search for more volunteers to ease the higher demand for help. Do-it.org is always a great website to find volunteering roles. If you want to volunteer but can't decide who and where to lend your time, just follow our article on the charities in need of the most support.

Become a befriender

Loneliness is a huge issue for many people living in London. Sadly it has become a taboo subject, and those that suffer rarely admit to feeling lonely. As a result, troubled people can often isolate themselves from society. But what's reassuring to know is that many charities are actively trying to counteract this problem. If you enjoy a good natter and get on with most people, then a befriending position could see you helping the elderly, prisoners, or isolated young people. Contact charities such as The New Bridge Foundation, Deafblind UK or Turn2us for more information on how to get involved.

Mentor a Young Person

If the thought of working with young people is of interest, mentoring could be the perfect role for you. Make a difference in a youngster's life by giving them regular advice and support. Most mentoring schemes



involve about four to six hours work a month. In that time you'll be expected to give people advice on their career paths, offer interview techniques, CV writing skills, education and self-confidence training. You can play an active part in giving young people a better start in life through organisations such as The Prince's Trust or Chance UK.

Help the Homeless

With the rate of homelessness rising steadily, an increasing number of people are in desperate need of help when it comes to getting life back on track. There are many ways you can help out; whether you want to help make meals for hungry groups during the cold snap, volunteer on a helpline or just lend a supportive ear. There are many London-based charities that focus on hunger and homelessness awareness, so rest assured that you can always make a difference. Contact organisations like St Mungo's, Crisis, and Shelter to look for volunteer spots in your local area.

Volunteer in a Local Charity Shop

You've probably dropped off your unwanted bits and bobs at your local charity shop without thinking much of it. Of course, someone has to run each shop to help



such hardworking charities make money. Enquire at your local charity shop or go online to your favourite cause and see if they're advertising any vacancies in your area. Many shops tailor to the individual tastes of their staff members, so if you have a flair for window dressing and decor, you may even be able to transform your local volunteering hub into a by-product of your own world.

Drop Off Unwanted Goods at Your Charity Collection Bank

It's one of the most effective ways to raise money for those in need, which is perhaps why there are so many collection banks in supermarkets and town centres. If you have a spare afternoon off, charities such as Cancer Research are always on the lookout for willing volunteers. You can call them directly on 0300 123 1022 and learn how to get involved.

While some opportunities are only available to take part in throughout winter, many vulnerable people still need support 365 days a year, so it's worth taking note of any new ways you can assist people - either through face to face contact or volunteering remotely from home.



Top 5

Ways to Make Extra Cash This Winter

Written by Stephanie Phillips

PHOTOGRAPHS BY GK Hart/Vikki Hart

Winter brings with it lots of excitement: the glamorous parties, gifts to buy and trips to see family and friends. But these indulgences can also make this fun-filled season an expensive time of year too.

To help you manage the added expense without pulling your hair out, here we look at the best ways to make a little extra cash on the side. Whether it's through taking part in focus groups or completing market research forms, there's always a way to make sure you don't end up out of pocket.

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Try One-Off Jobs

One of the easiest ways to earn a little extra when you’re feeling strapped for cash is by putting the skills you already have to use. Websites like Fiverr, Gumtree and Upwork are all great places to find one-off jobs and advertise your skills at the same time. Whether you’re a designer, an expert in business management or known for your stellar relationship advice, sell your skills and you’ll get to reap the rewards. Literally.

Focus Groups

Every brand out there is trying to market goods to you, so much so that you can actually get paid just to tell them what you think. If you have a few hours to spare and an opinion to share, you could make £50-£75 per focus group - solely from discussing your thoughts on everything from smoking to teabags. Sign up to agencies like Take Part In Research to discover exciting new money-making opportunities.

Walking Dogs

If you love all things furry and adorable then this will probably become your favourite way to earn a few extra coins this year. Many dog owners simply don’t have an abundance of time to devote themselves to their dogs, so this will grant you the opportunity to spend some

quality time with their furry friends. Thanks to apps such as DogBuddy and Holidog, you can link up with dog owners in your local area and make a little extra cash walking, feeding and spending time with these fluffy friends. It’s a win win!

Make Your Own Products

Do you have a hobby that could be earning you a bit of extra money? Whether it’s knitting, making your own outfits or crafting trinkets, there’s always a skill you can utilise. Turn your hobby into a mini business and sell your wares on sites like Etsy which cater to small handmade businesses. Send your friends and family a few samples of your products and get them to spread the word as well. Before you know it, you could be onto something special that completely changes your career path for the better.

Get Thrifty

Most people have far too much clutter in their lives. Whether it’s that unopened set of golf clubs lying around the house or an ugly jumper your mother-in-law decided to buy you last Christmas, it’s now possible to make money from absolutely anything. Start off by making a pile of everything you want to part with and anything you don’t use, then organise and sell your unwanted ‘stuff’ on sites like Gumtree or eBay. Top tip: Look up the average price your item is selling for to make sure you get the best price.

These are just a few examples of the opportunities available from the comfort of your laptop. There are many more ways to line your pockets when you need to, all it takes is some time and effort. So remember to look out for any one-off jobs in your local area, and think about gigs that could potentially turn into a self-made business.





Word of Mouth Magazine is dedicated to providing engaging and relevant content to its readers.

As the seasons change, there's still lots to look forward to this winter. But with local businesses competing for their lion's share, and customer needs changing, wintertime can see a slowdown in profits - especially for startups and independent companies.

Word of Mouth Magazine works together with smaller businesses to help increase your online presence and customer engagement. With advertising at critical mass and shoppers streamlining their spending habits, it can be a challenge to get your key message heard.

That's where we come in. We'll work directly with you, getting to grips with your business and its core products/services. Our strategic team of creatives and business minds work together to promote your brand story, helping you interact with your ideal customer.

Efficiency is our middle name, and our expert digital marketing team will create targeted campaigns that achieve measurable results for you and your business. What's more, we'll be sure to keep you in the know with regular updates throughout each stage of your project.

Word of Mouth Magazine is especially passionate about supporting South London-based startups and entrepreneurs who have a shared vision for achieving greatness. We help brands stay visible during the most difficult shopping seasons. Our team will create your next digital campaign, so you'll have plenty of freedom to hit the ground running and push other areas of your business.

If you'd like to know more info on our advertising packages and learn exactly how our services will benefit your local business, why not get in touch today or visit our website below...

Email: sales@wommagazine.co.uk | Website: www.wommagazine.co.uk



LET'S GET SOCIAL!

Word of Mouth Magazine is active on the following social media platforms:

[g+@WOMMAGAZINEUK](https://plus.google.com/+WOMMAGAZINEUK) [f @WOMMAGAZINEUK](https://www.facebook.com/WOMMAGAZINEUK) [@WOMMAGAZINEUK](https://www.instagram.com/WOMMAGAZINEUK) [@WOMMAGAZINEUK](https://twitter.com/WOMMAGAZINEUK)

ADVERTISE YOUR BUSINESS WITH WORD OF MOUTH MAGAZINE: SALES@WOMMAGAZINE.CO.UK