



2 Police Square, Milnthorpe,
Cumbria LA7 7PY
Tel: 01539 562069
Fax: 01539 563417
info@cicerone.co.uk
www.cicerone.co.uk

trade guide



November 2002

Issue 2

Welcome to our second trade guide. There will be four issues each year to help you plan your stock and keep you informed about new and recent titles. We will also try to give you information to help highlight selected guides which will sell well, and to keep you informed of other promotional activities.

New UK long-distance guides



Cicerone have had guides to the major long-distance paths of the UK for a number of years, and offer a **staggering total of 32 guides to the country's trails.**



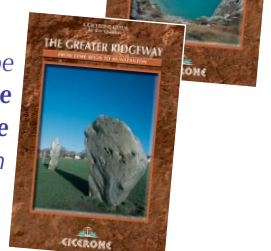
Five guides are to have a completely new look, with **full-colour throughout, Ordnance Survey mapping, and a new layout.** These are **The Pennine Way, The Coast to Coast Walk, The West Highland Way, The Pembrokeshire Coast Path.** A new comprehensive single volume replaces the original two volume guide to the **South West Coast Path**, and a brand new guide to the **Greater Ridgeway** is also being introduced, which covers the **Wessex Ridgeway, The Ridgeway National Trail, the Icknield Way and the Peddar's Way.**



The authors of these guides are among today's best outdoor writers, and while their books are always carefully written, the walks are brought to life by each author's own distinctive style.



These new guides will be **launched at the Outdoors Show at the NEC in Birmingham on March 14th.**



new guides due February-April

(all ISBNs: 1 85284)

ISBN	TITLE	DUE
374 8	Alpine Ski Mountaineering Vol 2 Eastern Alps	Feb
365 9	Canary Islands Volume 1 West	Mar
368 3	Canary Islands Volume 2 East	Mar
382 9	Walking in Provence (second edition)	Mar
346 2	The Greater Ridgeway	Mar
379 9	The South West Coast Path	Mar
369 1	The West Highland Way (new edition)	Mar
367 5	The Coast to Coast Walk (new edition)	Mar
378 0	The Pembrokeshire Coast Path (new edition)	Mar
386 1	The Pennine Way (new edition)	Mar
352 7	Walking in Hungary	Apr
345 4	The Danube Cycleway	Apr
363 2	Walking in the Cordillera Cantabrica	Apr
385 3	Walking in the Dolomites (new edition)	Apr
380 2	Via Ferratas of the Italian Dolomites Vol 2	Apr
388 8	Walking in the Valais (new edition)	Apr

reprinting:

265 2	Walking in Northumberland
037 4	The Mountains of England and Wales Vol 2
239 3	Mountain walking in Austria
125 7	Walks in the Julian Alps
168 0	Walking on the Galloway Hills

recent guides:

356 X	Outdoor Photography
259 X	London: The definitive walking guide
341 1	Hillwalker's Manual
366 7	Isle of Skye: Walker's guide (new edition)
360 8	Walking on Dartmoor (new edition)
348 9	Winter Climbing: Ben Nevis and Glencoe
373 X	Alpine Ski Mountaineering Vol 1 West Alps
362 4	Via Ferratas of the Italian Dolomites Vol 1
375 6	Vanoise Ski Touring
376 4	Snowshoeing: Techniques and routes W. Alps

did you know?

The Book of the Bivvy is great to read! **Winner of the 2002 Outdoor Writers Guild 'Best Outdoor Book' award.** The judges comments about the book: "Quirky. Entertaining. Funny. Heart warming. Very well researched and

stunningly presented". The witty and often quite hilarious accounts of nights out under the stars are well balanced with the more practical aspects of the book. Outdoor shops could try merchandising it with their Bivvy sac displays! "4 stars out of 5.....this book is worth reading and keeping on the shelf" (James Hopkins, Adventure Sports Association, USA)

Rocky Rambler's Wild Walks is the guide book which lets the kids take charge. The original edition won the Lakeland Book of the Year Award in 1993. Now updated and expanded, it has already attracted the attention of the English

Tourist Board and was recently Sunday Times Travel book of the week.

Most of you will know about **An Atlas of the English Lakes**, which is proving to be the "perfect answer to the Christmas present problem" (George Bott, Keswick Reminder)

Hillwalking in Snowdonia and **The Ridges of Snowdonia** are both now in new updated editions, with Ordnance Survey mapping and in full colour. Ronald Turnbull once described **The Ridges of Snowdonia** as "the only purely philosophical guide to hillwalking"! Many more guides will be produced in full colour next year.



EXHIBITIONS

The **Go Outdoors** exhibition in Harrogate is always a good opportunity for us to show the outdoor trade our new guides and plans for the future.

Once again we exhibited at the **Frankfurt Book Fair** in October, to build on our relationships with overseas customers. Have you ever been to the **Daily Telegraph Adventure Travel Show** at Olympia? Come and see us on stand N23 from 10th-12th January 2003.

snow specials

The world's first snowshoeing guide will be published this December.

Snowshoeing: Techniques and routes in the Western Alps will be priced at £12. See special order form enclosed.

Watch out for the two volumes of the **Alpine Ski Mountaineering** guide. Volume 1 covers the Western Alps, while Volume 2 covers the Central and Eastern Alps including the Bernese Alps, Switzerland and Austrian Alps.

A new full-colour 6th edition of the popular **Winter Climbs: Ben Nevis and Glencoe** guide is due out in early December, now with 40 route and cliff diagrams and 725 routes.

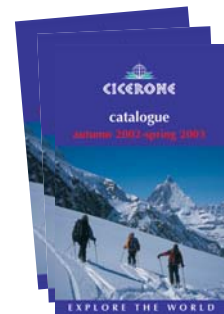
Our new **Vanoise Ski Touring guide**, which has 11 tours in the Vanoise area of Savoie, is also out in December, and includes details for a total of 63 days of ski-touring with over 100 additional alternatives and variations.



OTHER NEWS

Cicerone will be offering **sales support** to a number of trade customers. If you would like to be part of this, then please let us know. It doesn't matter what level of business you currently do with us, or how you order, as long as you are committed to building your sales. Phone us on 01539 562069 for more details.

We now have the facilities to produce **posters** for use in stores and window displays. If you need one please give us a call - they're free!



Catalogues will in future be issued twice each year, in March and September, and will be sent to all customers.

Our authors are always involved in **lectures, interviews and events** which promote both their work in the outdoors and their guide books. Recent events in stores have included a French evening at Stanford's in London and events at Ottakars and George Fisher stores. If you have an idea for an event or lecture, we would be delighted to hear from you.

CHRISTMAS GIFTS !

We suggest the following new books:

Atlas of the English Lakes

by John Parker 1 85284 355 1 £16.95

Outdoor Photography

by Jon Sparks 1 85284 356 X £12

The Hillwalker's Manual

by Bill Birkett 1 85284 342 2 £12

London: The definitive walking guide

by Colin Saunders 1 85284 339 X £14

The Book of the Bivvy

by Ronald Turnbull 1 85284 342 X £9

Beyond Adventure

by Colin Mortlock 1 85284 332 2 £10

some of your favourite guides:

WALKS & CLIMBS IN THE PYRENEES	1 85284 328 4
CHAMONIX to ZERMATT	1 85284 327 6
VIA FERRATAS OF THE ITALIAN DOLOMITES	1 85284 362 4 NEW
TOUR OF MONT BLANC	1 85284 358 6
WALKING IN MALLORCA	1 85284 250 4
THE CORSICAN HIGH LEVEL ROUTE: GR20	1 85284 321 7
SCRAMBLES IN SNOWDONIA	1 85284 088 9
SCRAMBLES IN THE LAKE DISTRICT	0 902363 39 5
THE WAY OF ST. JAMES	1 85284 271 7
WALKING IN THE DOLOMITES	1 85284 079 X
100 HUT WALKS IN THE ALPS	1 85284 297 0
WALKING IN MADEIRA	1 85284 334 9
CHAMONIX MONT-BLANC WALKING	1 85284 357 8

