

**CICERONE**2 Police Square, Milnthorpe,  
Cumbria LA7 7PY

Tel: 01539 562069

Fax: 01539 563417

info@cicerone.co.uk

www.cicerone.co.uk

# trade guide

**Spring 2005****Issue 10**

*Spring is here, Easter is approaching, and there is snow on the ground! Our new summer catalogue is now available. Keep checking new titles and dates – there is a very busy schedule with a mixture of new editions, new titles to new areas, and new titles replacing old books. The next newsletter will be sent in early May.*


**new guides****March – May 2005**

(all ISBNs: 1 85284)

CODE	ISBN	TITLE	DUE	COMMENTS
C264	433 7	Irish Coast to Coast Path (new edition)	March	New edition of old guide 1 85284 211 3
C341	299 7	Glyndwr's Way	March	New title
C422	407 8	Scotland's Far West	March	New title
C442	439 6	Walking in Lancashire (new edition)	March	New edition of old guide 1 85284 191 5
C445	443 4	Scrambles in the Lake District – Southern	March	These books replace the old <i>Scrambles</i> and <i>More Scrambles</i> 0 902363 39 5, 1 85284 042 0
C457	463 9	Scrambles in the Lake District – Northern	March	
C429	414 0	Mont Blanc Walks	April	Replaces Chamonix-Mont Blanc 1 85284 357 8
C437	431 0	Walking in Pembrokeshire	April	New title
C338	295 4	The Mountains of Romania	April	New title
C434	424 8	The Mountains of Andorra	April	New title
C118	449 3	The Cotswold Way (new edition)	April	New edition of old guide 1 85284 049 8
C65	450 7	Walking in the Engadine (new edition)	May	New edition of old guide 1 85284 003 X
C244	461 2	The Teesdale Way (new edition)	May	New edition of old guide 1 85284 198 2
C181	459 0	The Border Country (new edition)	May	New edition of old guide 1 85284 303 9
C449	452 3	Walking in the Cairngorms	May	New title
C142	451 5	The Bernese Alps (new edition)	May	New edition of old guide 1 85284 243 1
C433	423 X	Walking in the Cathar Region	May	New title

**NOTE:**

All March titles will be available in time for Easter



**Cicerone guides**  
*are the nation's favourite guide books!*

The 140,000 membership of *The Ramblers' Association* have voted Cicerone as winner of the Best Guidebook category in their *Reader Awards*. Awards will be presented at the *Outdoors Show* on 20th March. Our thanks to all those who value our efforts as much as we do!

**reprinting** (available mid March onwards)

C380	351 9	Shorter Walks in the Dolomites
C401	377 2	Scotland's Far North

**recent guides** (all ISBNs: 1 85284)

C417	416 7	Trekking in the Apennines – Just in	£12
C455	460 4	Alpine Points of View	£22
C428	413 2	Kilimanjaro	£14
C451	455 8	Aconcagua	£14
C419	402 7	Walking the Munros Vol 1	£12.95
C420	403 5	Walking the Munros Vol 2	£12.95
C185	392 6	Hadrian's Wall Path	£12.95
C430	415 9	Walking in the Dordogne	£12
C432	422 1	Walking in Malta	£12

## SPRING HIGHLIGHTS

- **Scrambles in the Lake District Vol 1: Southern**
- **Scrambles in the Lake District Vol 2: Northern**

Replacing the first great scrambles books by Brian Evans, these guides are a must!

- **Mont Blanc Walks**

An up-to-date book by a local guide and established author – will be in high demand

- **The Mountains of Andorra**

The first complete guide book available for exploring this mysterious country

- **Walking in the Cairngorms**

New guide to the region, by the indomitable Ronald Turnbull

- **Scotland's Far West**

New guide to the outstanding west coast. Follows the successful *Scotland's Far North*

- **The Mountains of Romania**

Another first for Cicerone. A long time coming, but an important book

- **The long-distance trails...**

Glyndwr's Way, Cotswold Way, Teesdale Way, Cleveland and Wolds Way .... more to come

## NEW BOOKS TO WATCH!

*Trekking in the Apennines* describes the Grande Excursione Appenninica, a deceptively ambitious route along the Apennine chain at the very centre of Italy. We help the trekker discover a quieter route through the very heart of Italy, with glorious scenery and genuine people.

The only guidebooks currently available for *Walking the Munros* were published in November, the two new guides clearly filling an important gap in the market. "Two smashing guides to popular routes up all Scotland's mountains over 3000ft" (*The Sunday Post*).

*Hadrian's Wall Path* by Mark Richards continues to attract considerable attention, having been given the highest possible rating by *Publishing News*. It was also highly recommended in *TGO*.

### NEW ORDER DETAILS

Just to remind you, our new order and order enquiries details at Booksource are:

TEL: 0845 226 8350

FAX: 0141 557 0189

cicerone@booksource.net

or you can speak to us!

01539 562069

## PLANS FOR 2005!

We continue to be very busy here at Cicerone, and we can't wait to tell you about the great guides we have planned for 2005. In addition to those listed overleaf, new titles for May and June include guides to the **The GTA** and **Cycling in the French Alps**. New editions or replacements of old books during May and June include guides to the **Julian Alps** of Slovenia, the **Way of St James** cyclist's route, two guides to the **Haute Savoie**, **The Dales Way**, **the Cleveland and Wolds Ways**, **The North York Moors** and **The Ribble Way**.

**Please check overleaf for new guides and publication dates!**

## EXHIBITIONS

The Cicerone stand at **The London Book Fair** from 13–15th March is in the heart of the travel area, on **Stand P52**. The **Outdoors Show** at the NEC runs from 18–20th March. We are delighted to be exhibiting again, and to have the support of a number of authors who will be providing inspiration to thousands of visitors.

## ADVERTISING & PROMOTION

The many new books and new editions due this year will be backed by a **more extensive advertising and promotion** campaign. We want to generate high demand for these books. They deserve it! Advertising will be heaviest throughout the spring and early summer, with wide coverage across the main travel and outdoor media.

## OTHER NEWS

We realise there will be a lot to keep track of this year, so we will be trying to contact as many of you as possible during the next few months. We will be sending out further information on a region-by-region basis, as there are some very important local titles to watch out for. Local titles will be publicised in the region's press and to individuals in the area on our database.

Cicerone will be a sponsor of *The Mountain Literature Festival* at Bretton Hall, Leeds, in April.

Over the coming months we will be beginning work to develop our website, which we hope will introduce many more people to Cicerone. Watch out for more details in the coming months.



Don't forget we can now offer our trade customers **posters, catalogues and spinners**. The sizes of spinner range from counter-top (holding around 40–50 books) to large floor spinners (holding up to 340 books). We

provide the spinner, and work with the store to select and develop a range.

## New editions coming:

**Haute Savoie** – two volumes in June

**Border Country** – April

**The Ribble Way** – June

**The Teesdale Way** – April

**The Cotswold Way** – April

**The Bernese Alps** – May

**Walking in the Engadine, Switzerland** – May

## best-selling guides

### International:

<b>Via Ferratas of the Italian Dolomites Vol 1</b>	1 85284 362 4	£12.95
<b>Tour of Mont Blanc</b>	1 85284 358 6	£12.95
<b>Chamonix to Zermatt</b>	1 85284 327 6	£12
<b>Via Ferratas of the Italian Dolomites Vol 2</b>	1 85284 380 2	£12.95
<b>Walking in the Dolomites</b>	1 85284 385 3	£12
The Pyrenees: World's Mountain Ranges	1 85284 420 5	£18
Walks and Climbs in the Pyrenees	1 85284 328 4	£15
Shorter Walks in the Dolomites	1 85284 351 9	£12
Walking in Mallorca	1 85284 250 4	£14.99
Chamonix Mont-Blanc Walks – order the new replacement guide now		
Walking in Provence	1 85284 382 9	£12.95
The GR10 Trail: French Pyrenees	1 85284 364 0	£12
Walks in the Valais	1 85284 388 8	£14

### British Isles and general:

<b>The Coast to Coast Trail</b>	1 85284 367 5	£12
<b>The South West Coast Path</b>	1 85284 379 9	£12.95
<b>Scrambles in Snowdonia</b>	1 85284 088 9	£10
<b>Hillwalking in Snowdonia</b>	1 85284 349 7	£10
<b>The West Highland Way</b>	1 85284 369 1	£10
Map and Compass	1 85284 394 2	£12
Hillwalker's Guide to Mountaineering	1 85284 393 4	£14
The Pennine Way	1 85284 386 1	£10
The Pembrokeshire Coast Path	1 85284 378 0	£12.95
Hadrian's Wall Path	1 85284 392 6	£12.95
Hillwalker's Manual	1 85284 341 1	£12
The Isle of Skye – A Walker's Guide	1 85284 366 7	£10
Scotland's Far North	1 85284 377 2	£10
Outdoor Photography	1 85284 356 X	£12