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trade guide

**April 2007****Issue 17**

Easter heralds the peak period of demand for British walking books, with international titles also enjoying high sales throughout the summer. It's an ideal time to strengthen your range – maybe with some more best-selling titles, or perhaps some of the recently published ones. Check the lists below, and if you need some advice, we can help!

REGISTER FOR OUR ON-LINE NEWSLETTER FOR MORE DETAIL AND UP-TO-DATE INFORMATION! (Email us now – info@cicerone.co.uk.) More news in our next newsletter.


New guides: May – December 2007

(all 13 digit ISBNs: 978 1 85284)

CODE	ISBN	TITLE	DUE	COMMENTS
409	409 7	The Southern Upland Way	May	New title
502	502 5	Ben Nevis and Glen Coe	May	New title
522	522 3	The Lea Valley Walk	May	New edition
497	497 4	Walking in the Bavarian Alps	June	New edition
506	506 3	The Mountains of Montenegro	June	New title
514	514 8	The Mount Kailash Trek	August	New title
528	528 5	Sport Climbing	August	New title
529	529 2	Rock Climbing	Sept	New title
504	504 9	The National Trails	Sept	New title
453	453 0	The Grand Canyon	Nov	New edition
511	511 7	The Robert Louis Stevenson Trail	Nov	New edition
507	507 0	Trekking in Andalucia: The GR7	Nov	New title
523	523 0	Walking in the Languedoc	Dec	New edition
526	526 1	Cycle Touring in Switzerland	Dec	New title

Cicerone sales buoyant!

At a time when the sales in many Travel departments are showing little or no growth, sales of Cicerone guides have enjoyed steady growth, well above the industry average.

 The reason? We think a variety of factors have all contributed to this trend – a continuing strong publishing programme with some great titles by a number of leading outdoor writers, the work of our sales force (ABS) in bookshops, regular advertising and positive reviews, fast and accurate deliveries and a growing realisation by stores that there is an important role for specialist publishers in strengthening their range.

Walking guides also tick all the boxes for encouraging 'green' tourism!

Thanks to all of our trade customers! We hope our success will be yours too!

updated reprints coming soon...

CODE	ISBN	TITLE	
254	254 3	Wadi Rum	£17
230	230 7	Walking in Norway	£11
188	188 1	Land's End to John O'Groats cycle guide	£6.99
4431 & 463	9	Scrambles in the Lake District Vols 1 & 2	£12

recent guides (all ISBNs: 1 85284)

490	490 5	Navigation	£7.99
474	474 5	Snow	£7.99
473	473 8	Avalanche!	£7.99
500	500 1	First Aid and Wilderness Medicine	£7.99
501	501 5	Three Peaks, Ten Tors	£12.95
430	430 1	The Cumbria Coastal Way	£12
462	462 2	Walking in Kent	£12
494	494 3	The Pentland Hills	£10
503	503 2	The Great Glen Way	£10
496	496 7	The Tour of the Lake District	£12
512	512 4	The End to End Trail	£15
454	454 7	The Tour of Monte Rosa	£12
492	492 9	Across the Eastern Alps: The E5	£12
513	513 1	Chamonix to Zermatt (edition)	£12.95
532	532 2	Tour of Mont Blanc (edition)	£12.95

NEW BOOKS TO WATCH!

Navigation – Quite simply the mini-guide for all walkers, everywhere! By the same author as the best-selling *Map and Compass*, this great mini-guide has clearly fulfilled a need, with VERY healthy sales so far, and no apparent effect on the sales of its big brother.

The Tour of the Lake District – Could this be the UK's answer to the Tour of Mont Blanc? It has all the right ingredients for a great guide – and more... Excellent initial sales, and still to be 'officially' launched at the Keswick Mountain Festival in May.

Three Peaks, Ten Tors is all about challenge walks and how to go about them. This is an activity which is growing in popularity, and a number of major outdoor magazines will be picking up on the messages from the book throughout this year. Watch out for rising demand!

ORDER DETAILS

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

TEL: 0845 226 8350

NEW FAX: 0845 370 0068

cicerone@booksource.net

New BookSource address:

50 Cambuslang Road, Cambuslang
Glasgow G32 8NB

or you can speak to us!

01539 562069

NEW E-NEWSLETTER GOES LIVE!

One of the most important things we value is being able to keep you up to date with all our titles, and help you identify books which you should consider stocking.

Our new email trade newsletter has many features to help you keep in touch. Starting this month it has been sent to all those of you who have given us your contact details. If you're not sure if we have your email, just send us one, and we will do the rest! (info@cicerone.co.uk)

Features of the e-newsletter:

- details of new titles just one 'click' away
 - full titles listings
 - independent reviews
 - details of current advertising
 - seasonal 'spikes' to watch for
 - Trade show details
- ...and much more.

We also welcome **your** feedback, whether by e-mail, snail mail or 'phone.

PROMOTION!

Cicerone are running a promotion on a selection of UK long-distance trail guides from May through to July. To be supported by outdoor trade advertising, and selected offers.

OTHER NEWS

London Book Fair 16th-18th April 2007.
Come and see us on Stand J840 in the Travel area.

Outdoor 2007. We will be exhibiting at the show in Friedrichshafen this year. Dates for your diary are 19-22nd July, Hall B1.

Are you a recommended stockist? Our website provides a search facility for stores stocking a good range of Cicerone titles. If we currently don't show your store and you think we should, please let us know and we will add you to the website database.

If you would like more copies of our catalogue, please just give us a call and we will send you whatever you need.

Don't forget we can now offer **posters, catalogues** and **spinners**. There are three sizes of spinner, counter-top (40-50 books), medium floor spinner (about 120 books), and large floor spinners (up to 250 books). We provide the spinner, and work with the store to select and develop a suitable range.

Out of print/new editions:

The following guides are now out of print:

- Andalucian Rock Climbs
- More Scrambles in the Lake District
- White Peak Way
- Walking in Cheshire
- Walking in The Black Forest
- Walking in Oxfordshire
- The Yorkshire Dales (1 85284 097 8)
- The Viking Way
- Walking in the Lammermuirs
- The Brittany Coast Path
- Hereford and the Wye Valley

NEW EDITIONS in 2007:

- Walking in Kent – February 2007
- Tour of Mont Blanc – March 2007
- Chamonix to Zermatt – April 2007
- The Lea Valley Walk – May 2007
- Walking in the Bavarian Alps – June 2007
- Walking in the Languedoc – August 2007
- The Grand Canyon – November 2007
- The Robert Louis Stevenson Trail – November

SEASONS HIGHLIGHTS

• Ben Nevis and Glen Coe

A brand new walking guide to one of the very best walking regions in the UK.

• Tour of the Lake District

A new guide for all walkers to discover the best of Lakeland. Already a best-seller.

• New mini-guide series

The exciting new series of pocket-sized guides for essential skills to take into the hills. Watch especially for *Navigation*, and *Pocket First Aid and Wilderness Medicine*.

• All the European titles, and British titles!

At this time of year especially, people are looking for ideas, information and reliable guidebooks. Cicerone's extensive range of award-winning guides provide all the essentials for the discerning walker.

best-selling guides

International:

Kilimanjaro	978185284 413 4	£14
Via Ferratas of the Italian Dolomites Vol 1	978185284 362 5	£12.95
The Julian Alps of Slovenia	978185284 438 7	£14
Tour of Mont Blanc (new edition)	978185284 532 2	£12.95
Chamonix to Zermatt (new edition)	978185284 513 1	£12.95
GR20 Corsica	978185284 477 6	£12.95
Shorter Walks in the Dolomites	978185284 351 9	£12
Walking in the Sierra Nevada	978185284 435 6	£12
The Way of St James: Pyrenees to Santiago	978185284 372 4	£12
Everest: A Trekker's Guide	978185284 418 9	£14.00
Walking in the Dolomites	978185284 385 4	£12.95
Walking in Sicily	978185284 395 3	£12
Cycle Touring in France	978185284 432 5	£14
Walking in the Alps	978185284 476 9	£20
Mont Blanc Walks	978185284 414 1	£12.95

British Isles and general:

Scotland's Mountain Ridges	978185284 469 1	£17.95
Hadrian's Wall Path	978185284 392 2	£12.95
The Coast to Coast Walk	978185284 505 6	£12.95
The South West Coast Path	978185284 379 3	£12.95
Walking on the Isle of Arran	978185284 478 3	£12.95
Walking the Munros vol 1: S'th, Cent, W'st	978185284 402 8	£12
Walking the Munros vol 2: N'th, Cairn'ms	978185284 403 5	£12
Hillwalking in Snowdonia	978185284 349 6	£10
Scrambles in Snowdonia	978185284 088 4	£10
The Isle of Skye – A Walker's Guide	978185284 366 3	£10
Tour of the Lake District	978185284 496 7	£12
Map and Compass	978185284 394 6	£12
Navigation (mini-guide)	978185284 490 5	£7.99
Mountain Weather	978185284 480 6	£12
Hillwalker's Manual	978185284 341 0	£12
First Aid and Wilderness Medicine	978185284 500 7	£7.99