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trade guide



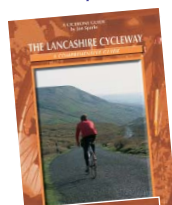
May 2003

Issue 3

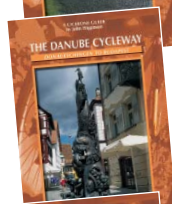
Welcome to our third trade guide. There will be four issues each year to keep you informed about new and recent titles. The next issue will be in September. Four new cycle-touring guides will be available soon, as well as guides for the Austrian Alps, Scotland and historic walks in England.

New cycle-touring guides

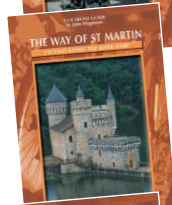
We have often been asked for cycle-touring guides, particularly for European destinations. Four new guides are to be published in May and early June.



The Lancashire Cycleway has two loops, giving a total of 260 exhilarating miles of cycling around the county. A launch event will take place on 17th June during National Cycle Week.



The Danube Cycleway is said to be Europe's most popular cycle route. Our guide will be the most up-to-date and comprehensive English-language guide available.



Cycling the River Loire: The Way of St Martin describes a wonderful 1370km journey from Orange to the source of the Loire, then down the river valley past chateaux and vineyards to the Atlantic.



Cycle Touring in Spain gives eight cycle-tour itineraries throughout Spain, covering Pyrenees and Picos de Europa in the north, the Sierras of Demanda, Gredos and Guadarrama in central Spain, and the Sierras of Nevada and Grazalema and the Serranía de Ronda in the south.

All the guides are in full colour, and form a valuable addition to our growing range of cycling guides.

Events

Author **Gillian Price** is visiting England in June, and will be giving slide presentations on the Dolomites in Bristol and Manchester.

Cicerone guides are represented at the **Aviemore Walking Festival**, held in Aviemore between May 11th and May 17th.

sales development

Dave Fletcher, who joined us early in the new year, has already been busy helping many of our established customers develop their range of Cicerone guides. We're working with distributors, chains and individual stores, anyone in fact who wants to develop their business with Cicerone and maximise their sales potential.

new guides May – September 2003

(all ISBNs: 1 85284)

ISBN	TITLE	DUE
384 5	The Lancashire Cycleway	May
377 2	Scotland's Far North	May
345 4	The Danube Cycleway	June
363 2	Walking in the Cordillera Cantabrica	June
380 2	Via Ferratas of the Italian Dolomites Vol 2	June
383 7	Cycling the River Loire: The Way of St Martin	June
381 1	Cycle Touring in Spain	June
295 4	The Mountains of Romania	July
389 6	Historic Walks in North Yorkshire	July
390 X	South Pennines Walks	July
354 3	Trekking in the Stubai Alps	July
370 5	Trekking in the Zillertal Alps	July
352 7	Walking in Hungary	July
391 8	Historic Walks in Cheshire	Aug
353 5	Walking in Derbyshire	Aug
335 7	Walking in Berkshire	Aug

reprinting:

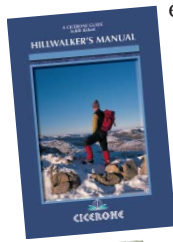
037 4	The Mountains of England and Wales Vol 2
292 X	Walking in Sussex
168 0	Walking on the Galloway Hills
033 1	Walks and Climbs in the Picos de Europa

recent guides:

385 3	Walking in the Dolomites (new edition)
382 9	Walking in Provence (second edition)
388 8	Walking in the Valais (new edition)
374 8	Alpine Ski Mountaineering Vol 2
346 2	The Greater Ridgeway
379 9	The South West Coast Path
369 1	The West Highland Way (new edition)
367 5	The Coast to Coast Walk (new edition)
378 0	The Pembrokeshire Coast Path (new edition)
386 1	The Pennine Way (new edition)
365 9	Walking in the Canary Islands Vol 1: West
368 3	Walking in the Canary Islands Vol 2: East

did you know?

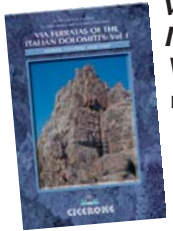
The *Hillwalker's Manual* continues to enjoy exceptional sales. Now top-graded by many retailers, along with *Walking in Mallorca*, the manual is 'succinct, readable and beautifully illustrated...' (*The Rambler*, Spring 2003).



Paddy Dillon's two guides to *Walking in the Canary Islands* are of interest to visitors all the year round. The summer weather may be too hot for a strenuous walk, but there are plenty of routes to inspire at any time of year.



Via Ferratas of the Italian Dolomites Volume 1 covers the north, central and eastern Dolomites, and is proving to be '...altogether a great buy' (*Irish Mountain Log*, Spring 2003). Volume 2 will be available in June.



The Way of St James is one of our best-selling guides. The two new guides to the route will now be available in the autumn. Don't miss out on sales of the current guide, which will remain in our range as a single-volume option.

Our six new long-distance trail guides have been well received, and justifiably belong to our group of core titles of national importance.



New editions:

(for titles not currently available)

Hadrian's Wall - autumn 2003 details to follow

Atlas Mountains - autumn 2003

Scrambles on Skye - spring 2004

Haute Savoie - two new volumes in summer 2004

EXHIBITIONS

Go-Outdoors trade show in Harrogate is in September. Visitors should note that this year our stand will be in Hall B, **stand B28** where we hope to welcome you. As always we will have our full range of guides on view, and important information on all our new guides for winter 2003 and spring 2004.

The Outdoors Show at the NEC in March was bigger and better this year. Plans for an even larger event next year are already well under way. The huge popularity of this event is just a small measure of the level of enthusiasm and thirst for knowledge among outdoor enthusiasts in this country.

GREAT ALPINE GUIDES

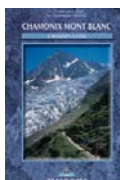
We are often asked if we can suggest a really great range of summer Alpine guides. Below is a strong selection, which offers guides to all parts of the Alps.



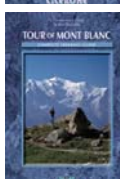
Walking in the Alps
100 Hut Walks in the Alps
Tour of Mont Blanc
Chamonix to Zermatt
Chamonix-Mont Blanc



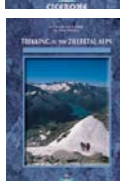
The Ecrins National Park
Walking the French Alps: GR5
The Alpine Pass Route
The Bernese Alps



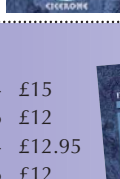
Walking in the Valais
Mountain Walking in Austria
Walking in the Dolomites
Shorter Walks in the Dolomites



Trekking in the Dolomites
Via Ferratas of the Italian Dolomites Volume 1: North, Central and East



Via Ferratas of the Italian Dolomites Volume 2: South Brenta and Lake Garda



Trekking in the Stubai Alps
Trekking in the Zillertal Alps
Walks in the Julian Alps

OTHER NEWS

Cicerone's **sales support** to trade customers is really beginning to have a positive effect on businesses. 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. Support can either be from our salesman Dave Fletcher, or we can arrange for our merchandising support team to help you. Phone us on 01539 562069 for more details.

We can now offer our trade customers a selection of **posters** for use in stores and window displays. If you need any please give us a call – they're free!



Catalogues are issued in March and September, and are sent to all customers. We have also inserted our catalogue in a number of major outdoor magazines to help raise awareness.

We have introduced **spinners** into a selection of six stores across the country. They are in a variety of outlets, including two bookshops, two outdoor shops and two specialist independents. The sizes range from counter-top (holding around 40–50 books) through small floor spinners (holding 200 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. If you are interested in using a spinner to display your Cicerone guides, please contact either Dave Fletcher or Lesley Williams on 01539 562069.



INTERNATIONAL CUSTOMERS

Cicerone guides are sold and distributed in USA, Canada, Australia, Asia, the Middle East and throughout Europe. Our network of trade customers is continually growing, and we have recently appointed two new distributors in Italy.

some of your favourite guides:

Walks and Climbs in the Pyrenees	1 85284 328 4	£15
Chamonix to Zermatt	1 85284 327 6	£12
Via Ferratas of the Italian Dolomites Vol 1	1 85284 362 4	£12.95
Tour of Mont Blanc	1 85284 358 6	£12
Walking in Mallorca	1 85284 250 4	£14.99
GR20 Corsica: the high-level route	1 85284 321 7	£14
Scrambles in Snowdonia	1 85284 088 9	£10
Scrambles in the Lake District	0 902363 39 5	£10
The Way of St James	1 85284 271 7	£11.99
Walking in the Dolomites	1 85284 385 3	£12
100 Hut Walks in the Alps	1 85284 297 0	£12.99
Walking in Madeira	1 85284 334 9	£12
Chamonix-Mont Blanc Walkers' Guide	1 85284 357 8	£12



Walking in the Valais	1 85284 388 8	£14
Walking in Provence	1 85284 382 9	£12.95
Walking in Tuscany	1 85284 361 6	£14
Shorter Walks in the Dolomites	1 85284 351 9	£12
Through the Spanish Pyrenees GR111	85284 307 1	£12.99
The GR10 Trail: French Pyrenees	1 85284 364 0	£12
Costa Blanca Walks: Vol 1	1 85284 330 6	£12
Costa Blanca Walks: Vol 2	1 85284 338 1	£12
The Way of St James Cyclist's Guide	1 85284 274 1	£8.99
Hillwalking in Snowdonia	1 85284 349 7	£10
Crete: The White Mountains	1 85284 298 9	£9.99
The West Highland Way	1 85284 369 1	£10
The Isle of Skye – a walker's guide	1 85284 366 7	£10
The Coast to Coast Trail	1 85284 367 5	£12