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# trade guide



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Issue 5

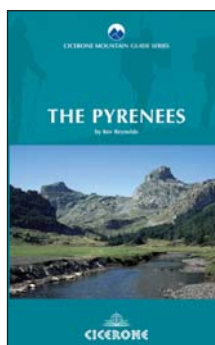
*Happy New Year to all our customers, and welcome to our fifth trade guide. This spring we will be launching a new guide to the Pyrenees, the first in an important new series to the world's mountain ranges, along with a great selection of new titles and new editions. The next issue of this newsletter will be in April.*

## The Pyrenees:

by Kev Reynolds



### The World's Mountain Ranges



The new Cicerone series to the world's mountain ranges is intended to be the definitive planning resource to mountain areas for all walkers, trekkers, mountaineers and climbers. These guides focus on specific mountain ranges – as well as providing all the background information required when planning a trip.

*The Pyrenees* is the first in this new series, to be published in March and launched at The Outdoors Show at the NEC in April. Two further mountain guides to other European mountain areas will be published within the next twelve months.

This guide covers the High Pyrenees from the Cirque de Lescun on the edge of the Basque country in the west to the Carlit massif and Cerdagne east of Andorra, and is divided into five regional chapters: the Western Valleys; Cirques and Canyons; the Central Pyrenees; Enchanted Mountains; and Andorra and the Eastern High Pyrenees.

This extensive guide offers a background to the mountains and their exploration, and provides a snapshot of the range with sections that help the reader focus on specific areas of activity, and identify where best to exercise that activity. It also lists for the first time in an English-language guide all the Pyrenean 3000m summits.

### Other Pyrenees guides

Walks and Climbs in the Pyrenees  
Through the Spanish Pyrenees GR11  
The GR10 Trail  
The Pyrenean Haute Route  
Rock Climbs in the Pyrenees



## new guides January – March 2004

(all ISBNs: 1 85284)

ISBN	TITLE	DUE
397 7	Annapurna: a trekkers' guide (new edition)	Jan
394 2	Map and Compass	Jan
396 9	The John Muir Trail	Feb
421 3	Trekking in the Atlas Mountains (new edition)	Feb
412 4	Climbing in the Moroccan Anti-Atlas	Feb
420 5	The Pyrenees (The World's Mountain Ranges)	March
426 4	The Pyrenean Haute Route	March
399 3	Walking on the The Isle of Man	March
429 9	The South Downs Way (new edition)	March
425 6	Walking in Sussex (new edition)	March
406 X	Walking in Croatia	March
405 1	The Alpine Pass Route (new edition)	April
400 0	The Isle of Man Coastal Path (new edition)	April
295 4	The Mountains of Romania	April
390 X	South Pennines Walks	April
404 3	Through the Spanish Pyrenees:GR11(3rd ed)	April

## reprinting (with new covers)

263 6	Walking in the Hebrides
367 5	The Coast to Coast Trail
379 9	The South West Coast Path
305 5	Walking in Sicily
0902363 395	Scrambles in the Lake District
0902363 786	Walks in Silverdale/Arnside AONB
0902363 530	White Peak Walks: Northern Dales
0902363 883	White Peak Walks: Southern Dales

## recent guides (all ISBNs: 1 85284)

352 7	Walking in Hungary	£14
391 8	Historic Walks in Cheshire	£9
335 7	Walking in Berkshire	£10
353 5	Historic Walks in Derbyshire	£9
371 3	The Way of St. James: France	£11
372 1	The Way of St. James: Spain	£11
387 X	Walking in Corsica	£12
393 4	The Hillwalker's Guide to Mountaineering	£14

## SUCCESS IS GROWING!

"As the leading publisher of walking, trekking and climbing guidebooks both at home and abroad, Cicerone continues to go from strength to strength" *The Bookseller*, August 2003.

Three of the **new long-distance trail guides** launched in March 2003 have been so successful that they are already reprinting. ***The Coast to Coast Trail*** in particular is highly valued by all major retailers throughout the country. The end user benefits too: the guides use Ordnance Survey mapping, are in full colour, have robust PVC binding, and are pocket sized – ideal for the trail.

Below is a small selection of recent reviews of some of our guides.

"Ski mountaineering is an increasingly popular activity...these new guides (***Alpine Ski Mountaineering volumes 1 and 2***)...cover a selection of the finest ski tours in the European Alps" *High magazine*, November 2003.

***The Tour of Mont Blanc*** "is good value for money and will, without doubt become the standard guide in English for the Tour of Mont Blanc" British Association of European Mountain Leaders, Spring 2003.

***The GR10 Trail – Through the French Pyrenees*** "is beautifully produced...I defy anyone leafing through this book not to get itchy feet and start planning next year's trip" *Irish Mountain Log*, Winter 2002.

***Shorter Walks in the Dolomites*** and ***Treks in the Dolomites*** have a 'bright attractive format, ...and will certainly take you to the better places in the Dolomites" British Association of European Mountain Leaders, Spring 2003.

## CAMINO DE SANTIAGO HOLY YEAR 2004

This year, 100,000 people will walk the Way of St James. Our two new guides are up to date, informative, accurate, and follow on from our successful single-volume guide. Order now!

## best-selling 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
Via Ferratas of the Italian Dolomites Vol 2	1 85284 380 2	£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
Walking in the Dolomites	1 85284 385 3	£12
Walking in Madeira	1 85284 334 9	£12
Walking in Provence	1 85284 382 9	£12.95
The GR10 Trail: French Pyrenees	1 85284 364 0	£12
Walking in the Valais	1 85284 388 8	£14
Walking in Tuscany	1 85284 361 6	£14

## WINTER GUIDES

Ski-mountaineering, ski-touring, winter climbing – Cicerone now have a strong selection of guides for winter activities.

Alpine Ski-mountaineering: Western Alps  
Alpine Ski-mountaineering: Eastern Alps



Vanoise Ski-touring  
Snowshoeing in the Western Alps  
Ski-touring in Scotland  
Jura: Walking the High Route and Winter Ski Traverses  
Winter Climbs: Ben Nevis and Glencoe  
Cairngorm Winter Climbs  
Snow and Ice Techniques

## WINTER SUN

Below is a selection of popular guides:



Walking in the Canary Islands: Volume 1 West (El Hierro, La Palma, La Gomera and Tenerife)  
Volume 2 East (Fuerteventura, Gran Canaria, Graciosa and Lanzarote)  
Walking in the Languedoc  
Walking in Provence  
Costa Blanca Walks Vols 1 & 2  
Walking in Mallorca  
Walking in Madeira  
Walking in Tuscany  
The Atlas Mountains (Feb 2004)  
Climbing in the Moroccan Anti-Atlas (Feb 2004)

## EXHIBITIONS

Cicerone will have stands at the following consumer shows this spring:

**The Adventure Travel Show** at Olympia in London, **16th – 18th January.**

**The Outdoor Adventure Show** at the Business Design Centre in London, **6th – 8th February.**

**The Outdoors Show** at the NEC will be **2nd – 4th April.** This major event has a huge impact on the outdoor world, and a number of our authors give lectures.

## OTHER NEWS

Cicerone has appointed a major new distributor in France. With over 35 titles for France and the French Alps, we believe both French and English visitors will benefit, and the Cicerone brand will be strengthened. International interest in our guides continues to grow, with new customers in many European countries, and a stronger North American market.

Cicerone will once again be supporting World Book Day, a valuable event promoting the joy and value of books of all genres.



***The Hillwalker's Guide to Mountaineering*** was recently launched at Tiso's two flagship stores in Scotland, where the authors presented a lecture and slide show. Early indications are that this will be an important book, which has attracted the attention of the media. A selection of routes and important skills and techniques are currently being featured in *Trail* magazine.



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:

(for titles not currently available)

**Hadrian's Wall** – 2004 details to follow

**The Isle of Man Coast Path** – May 2004

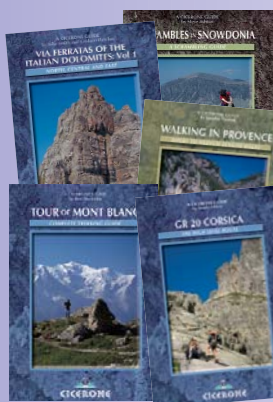
**Haute Savoie** – two new volumes in spring 2005

**Walking in Sussex** – April 2004

**The Shropshire Hills** – May 2004

**The Alpine Pass Route** – May 2004

**The Atlas Mountains** – February 2004



Scrambles in Snowdonia	1 85284 088 9	£10
Scrambles in the Lake District	0 902363 39 5	£10
Scotland's Far North	1 85284 377 2	£10
Hillwalking in Snowdonia	1 85284 349 7	£10
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
The South West Coast Path	1 85284 379 9	£12.95
Walking on the Isle of Arran	1 85284 269 5	£11
The Pennine Way	1 85284 386 1	£10
The Ridges of Snowdonia	1 85284 350 0	£12
Hillwalker's Manual	1 85284 341 1	£12
The Pembrokeshire Coast Path	1 85284 378 0	£12.95