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trade guide



April/May 2004

Issue 6

Welcome to our sixth trade guide, which comes to you along with our new trade catalogue for the summer season. We hope you find the new larger catalogue both more convenient to use and more informative – we welcome your comments on this. The next issue of this newsletter will be sent to you in mid May.

NEW trade catalogue

As you can see, our trade catalogue has grown!

We are very proud of our new guides, and confident that they will sell well. The new catalogue design helps to give you more information about new titles and new editions, as well as highlighting the guides with new series cover designs.

Please tell us what you think of the catalogue, so we can aim to improve things for you.

Look out for some guides with great potential, such as *Walking in Croatia*, *Walking in the Dordogne*, *The John Muir Trail*, and the three new Pyrenees guides. Closer to home, our guides to the Isle of Man, the South Pennines, Northumberland, Wales, Sussex and South Downs Way are looking great, – just to mention a few!

new guides March – May 2004

(all ISBNs: 1 85284)

CODE	ISBN	TITLE	DUE
C414	396 9	The John Muir Trail	April
C102	421 3	Trekking in the Atlas Mountains (new edition)	April
C416	399 3	Walking on the The Isle of Man	April
C362	429 9	The South Downs Way (new edition)	April
C334	425 6	Walking in Sussex (new edition)	April
C421	406 X	Walking in Croatia	April
C358	420 5	The Pyrenees (The World's Mountain Ranges)	April
C435	426 4	The Pyrenean Haute Route	May
C279	404 3	Through the Spanish Pyrenees:GR11 (3rd ed)	May
C412	390 X	South Pennines Walks	May
C71	400 0	The Isle of Man Coastal Path (new edition)	May
C127	405 1	The Alpine Pass Route (new edition)	May
C423	408 6	Backpackers Britain: Wales	May
C430	415 9	Walking in the Dordogne	May
C126	428 0	Walking in Northumberland (new edition)	June
C338	295 4	The Mountains of Romania	June

The Pyrenees:



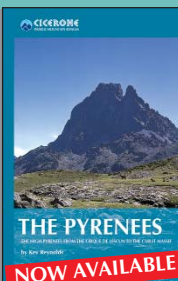
The World's Mountain Ranges

Kev Reynolds 1 85284 420 5 464pp £18

- extensive specialist guide
- heavy advertising in book trade buyers guides and outdoor magazines
- to be reinforced with a series of articles by Kev Reynolds in *High Mountain Sports* magazine

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*



NOW AVAILABLE



reprinting (available early April)

- 334 9 Walking in Madeira
- 349 7 Hillwalking in Snowdonia
- 326 8 Walking the French Alps: GR5 (new cover)
- 274 1 The Way of St James Cyclist's Guide (old cover)

recent guides (all ISBNs: 1 85284)

C194	397 7	Annapurna: a trekkers' guide (new edition)	£14
C413	394 2	Map and Compass	£12
C427	412 4	Climbing in the Moroccan Anti-Atlas	£10
C397	371 3	The Way of St. James: Le Puy to the Pyrenees	£11
C398	372 1	The Way of St. James: Pyrenees – Santiago – Finisterre	£11
C411	387 X	Walking in Corsica	£12
C412	393 4	The Hillwalker's Guide to Mountaineering	£14
C391	352 7	Walking in Hungary	£14
C408	391 8	Historic Walks in Cheshire	£9
C387	353 5	Historic Walks in Derbyshire	£9
C371	335 7	Walking in Berkshire	£10

SUCCESS IS GROWING!

The **Hillwalker's Guide to Mountaineering** has been welcomed by both enthusiasts and mountaineering experts alike as 'authoritative, well written, nicely designed and beautifully illustrated' (Tom Waghorn, *Manchester Evening News*). Sales are steadily building, and the guide appears to be equally at home in both bookshops and outdoor shops.

Climbing in the Moroccan Anti-Atlas has been well received, with the benefit of a major article on the area in the March issue of *Climber* magazine. Although of a more limited appeal, this area is an exciting destination for the adventurous climber, with huge scope for new routes and exploration.

Our guides to the **Via Ferratas of the Italian Dolomites** were given yet more publicity recently in an article published in the *Daily Telegraph*. With cheap flights to north-east Italy, these routes offer the possibility of a weekend of excitement.

The launch of **Map and Compass** in the new year was very well received, and some good reviews are starting to appear.

Our recent guide to **Walking in Corsica** is also set to do well, attracting walkers who value the beauty of the 'scented isle'. but who may not wish to tackle the renowned GR20 haute route.

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!

get ready for easter!

Easter is the time when walkers pack their rucksacks and head for the hills, or even just the countryside around them. Many are getting fit for adventures abroad, maybe trekking, mountaineering or cycle-touring, while others simply seek to enjoy the spring weather and wildlife.

Local walking titles sell well at this time of year, and there are new guides and new editions to the Isle of Man, Shropshire, Northumberland, Sussex and the south Pennines on their way.

Good short-break overseas titles are for areas such as the Languedoc in southern France, Provence, the Costa Blanca, Mallorca, Madeira, Tuscany, Crete, the Canary Islands and the Atlas Mountains.

2004 ALPINE SEASON

In addition to our ever-popular guides for the Tour of Mont Blanc, Chamonix to Zermatt, and over 38 other guides to the Alps, our new guide to the **Alpine Pass Route** through Switzerland, is a full-colour edition (ISBN 1 85284 405 1), and is due out in May.



EXHIBITIONS

Cicerone have a stand at **The Outdoors Show** at the NEC from **2nd – 4th April**. This major event has a huge impact on the outdoor world, and a number of our authors are giving lectures.

The Cicerone stand (AT320) is larger than ever this year, with an aim to further build our brand identity, and talk to many more of the estimated 40,000 visitors.

OTHER NEWS

The **Hadrian's Wall Path**, now a National Trail and World Heritage site, is to have a new Cicerone guide this summer. Written by Mark Richards, the guide is the product of months, if not years of careful research. Unlike other guides to the route, the walker is provided with reliable information to walk the entire length of Hadrian's Wall in either direction. Last year over 1.25 million people visited the wall, many of whom are overseas visitors. Author Mark Richards has also been instrumental in the formation of the Hadrian's Wall Path Trust.

Cicerone are sponsoring the **Cairngorm Mountain Rescue Team** in their annual 'walk', a major fund-raising event. Participants on the walk, a long-distance route across the Cairngorm mountains, raise money for the team.

Cicerone will be returning to the Frankfurt Book Fair this autumn.

Cicerone sponsored the 17th International Festival of Mountain Literature held at the University of Leeds, Bretton Hall campus on 27th March.



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:

- Walking in Sussex** – April 2004
- The South Downs Way** – April 2004
- The Atlas Mountains** – April 2004
- The Shropshire Hills** – May 2004
- The Alpine Pass Route** – May 2004
- Walking in Northumberland** – May 2004
- Hadrian's Wall** – 2004 details to follow
- Haute Savoie** – two new volumes in spring 2005

best-selling guides

Via Ferratas of the Italian Dolomites Vol 1	1 85284 362 4	£12.95
Tour of Mont Blanc	1 85284 358 6	£12
Chamonix to Zermatt	1 85284 327 6	£12
Via Ferratas of the Italian Dolomites Vol 2	1 85284 380 2	£12.95
Walking in the Dolomites	1 85284 385 3	£12
Hillwalker's Guide to Mountaineering	1 85284 393 4	£14
Walks and Climbs in the Pyrenees	1 85284 328 4	£15
Shorter Walks in the Dolomites	1 85284 351 9	£12
Hillwalker's Manual	1 85284 341 1	£12
Walking in Mallorca	1 85284 250 4	£14.99
Chamonix Mont-Blanc Walks	1 85284 357 8	£12
Walking in Provence	1 85284 382 9	£12.95
The GR10 Trail: French Pyrenees	1 85284 364 0	£12



The Coast to Coast Trail	1 85284 367 5	£12
The South West Coast Path	1 85284 379 9	£12.95
Scrambles in Snowdonia	1 85284 088 9	£10
Hillwalking in Snowdonia	1 85284 349 7	£10
The West Highland Way	1 85284 369 1	£10
Scrambles in the Lake District	0 902363 39 5	£10
The Pennine Way	1 85284 386 1	£10
The Pembrokeshire Coast Path	1 85284 378 0	£12.95
The Isle of Skye – a walker's guide	1 85284 366 7	£10
Map and Compass	1 85284 394 2	£12
Scotland's Far North	1 85284 377 2	£10
The Ridges of Snowdonia	1 85284 350 0	£12
Outdoor Photography	1 85284 356 X	£12