



Rough Guides wins Map Award

Rough Guides is delighted to announce it has won First Prize for Best Folded Map 2005 from the International Map Trade Association for its map of Costa Rica & Panama, part of Rough Guides' Country and Regional Map series.

The award, presented to Rough Guides' Director of Communications, Richard Trillo, at IMTA's annual convention in Cesky Krumlov in the Czech Republic by the town's mayor, recognized the map's durability, marketability and cartographic excellence.

Thanking IMTA for the award, Richard Trillo said "Everyone at Rough Guides is thrilled to receive this recognition. Although we have only been publishing maps for four years, our cartographers are gaining a reputation for very high standards against intense competition from the big specialist mapmakers."

Rough Guide maps are printed on synthetic Polyart™ paper – high-density polyethylene with a clay coating – that is 100% waterproof and highly tear-resistant and recyclable. They can be repeatedly refolded without loss of legibility or surface quality. New titles in the series include France, Germany, Spain & Portugal and New England.

Rough Guides is now the UK's largest non-specialist map publisher with more than 70 titles, several of them UK bestsellers.