



## 25 things you didn't know about Rough Guides!

1. Rough Guides have sold more than 30 million books over the last 25 years.
2. Publishers Mark Ellingham and Martin Dunford met in Greece, in 1982, when Mark was researching the first *Rough Guide to Greece*.
3. In 1982, 7,000 copies of the first Rough Guide to Greece were sold in the UK. The book was 224 pages long and priced at £3.99 (not available in the US at that time). In 2006, the 11<sup>th</sup> edition of *The Rough Guide to Greece*, \$23.99 (£14.99), was 1176 pages long and, to date, has sold 74,361 copies worldwide.
4. The first *Rough Guide to Greece* featured hand-drawn maps and was put together on a well-traveled portable typewriter. By contrast, the new *World Party* Rough Guide is in full-color and has been designed and laid out in-house using Adobe InDesign and state-of-the-art four-color digital equipment.
5. Mark and Martin's current mega-project is *Make the Most of Your Time on Earth: A Rough Guide to the World*, which will be published later this year. In total, they have worked at Rough Guides for 49 years.
6. The bestselling travel Rough Guide is Italy, although it varies each year. Other contenders are India, Guatemala and New York.
7. Authors used to be selected by a gruelling interview technique known as 'the pub test' - if they engaged the editors over a few drinks they were in. (The technique has been refined over recent years.)
8. Rough Guides and Lonely Planet first published a guidebook to the same destination in 1990 when they both published guides to China, a country which, at the time, was some way off the usual travel map.
9. World Music is very much part of Rough Guides' soul. The first reference title was *The Rough Guide to World Music*, published 1994. Today over 200 Rough Guide CDs are produced by World Music Network with titles ranging from Merengue to the music of Iran.
10. Rough Guides' bestselling title of all time is *The Rough Guide to the Internet* (over 3 million copies sold). First published in 1995, it is now updated and published annually.
11. For a brief period in its infancy in the US, Rough Guides changed its name to The Real Guides.
12. The Rough Guide the public most frequently suggests the team do is Madagascar.

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13. The founders of Rough Guides have vowed NEVER to do the Rough Guide to golf!
14. Rough Guide co-founders Mark Ellingham is still a co-author of the books he first wrote 25 years ago: *The Rough Guide to Greece* and *The Rough Guide to Spain*.
15. In partnership with the World Mapping Project, a consortium of German cartographers, Rough Guides have also launched a new series maps on rip-proof Polyart™ paper. These are state of the art, printed on waterproof paper and set a new benchmark in cartography. Gone are the days of flimsy maps!
16. The largest Rough Guide travel book is India, which runs to nearly 1500 pages and around a million words.
17. *The Rough Guide to Playlists* includes exclusive, specially-commissioned playlists compiled by the likes of Michael Stipe, Lucinda Williams, Eric Clapton and Moby.
18. Rough Guides will be producing a book on the iPhone within weeks of its launch this year.
19. Rough Guides publish more than 50 of their titles online, in their entirety, and each of the Directions guides can be downloaded for computers or palm pilots.
20. Rough Guide books have been used in Notting Hill (Julia Roberts' character chose our San Francisco guide), Absolutely Fabulous (Saffie referred constantly to our Morocco book on a trip to Marrakesh), and many other films and TV shows.
21. Rough Guides have published more than 200 travel titles and 150 reference titles. All but a handful remain in print, in new updated editions.
22. Quirlier Rough Guide titles over the years have included James Bond, Lord of the Rings, The Millennium, Drum'n'Bass, Gay & Lesbian Australia and Mediterranean Wildlife.
23. Rough Guide author Chris Stewart (Spain/China) was the original drummer in Genesis.
24. The Rough Guide TV show ran for eight years in the UK and presenter Magenta Devine never took her shades off once.
25. Celebrity fans include Robert Plant (who wrote the foreword to our Blues guide), Matthew Modine (who raved about our Shopping with a Conscience guide) and Bill Bryson who recently commented that, "Rough Guides are consistently readable, informed, and, most crucially, reliable."

*Rough Guides 25s cost \$5.99/\$7.99 Cdn each  
and are available from [www.roughguides.com](http://www.roughguides.com) and all good bookstores.*

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