



## **ITMB PUBLISHING LTD.**

- **INTERNATIONAL TRAVEL MAPS AND BOOKS**
- **ITM DISTRIBUTION**

**12300 Bridgeport Road  
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### **AXIS OF EVIL MAPPING NEWSLETTER #03 OF 2022 – Beginning of March**

#### **INTRODUCTION**

The second month of 2022 shows growing sales and a feeling that the worst of Covid is over. Travel restrictions are gradually lessening, and it appears that Covid-related deaths are starting to plateau, if at a still too-high level. This month, we celebrate the first anniversary of the introduction of the first vaccine effective against Covid. This disease has been so dominating of our reality that history has become compacted into very short time spans. Omicron has only existed as a variant for less than three months, and vaccines have proven effective at mitigating illness. Fortunately, we know much more about it now, so public health measures are now being relaxed. We aren't back to normal yet, political statements notwithstanding, but it appears that we are over the worst part of this pandemic. This should greatly benefit the travel industry, of which maps are a part.

#### **NEW RELEASES**

ITMB continues to receive maps from our printers; sometimes brand new titles, but also updated versions of existing titles to replace those that have sold out. This month, we are pleased to introduce three new editions of existing titles (details below). We also need to point out that demand for maps is growing, in some cases extremely quickly, and at this point in time we have no idea what is coming our way. For example, a month ago, we felt that we had enough inventory of our ITM Mexico map to last until summer. Bang! Thanks to several large orders, this title is now depleted to zero. An updated edition is already at press, but won't arrive until summer. Similarly, our new edition of Panama, released in 2021, is selling so well that we are already preparing a further printing before summer. We have 26 titles now with fewer than 200 copies left in inventory; while this is normal for us, it also burdens Lan and her staff with keeping ahead of stock depletion on two dozen different titles all at the same time. This means juggling priorities. As updating consumes more and more of our production staff's time, there will be less time to concentrate on brand new titles. Fortunately, most of the titles we have been working on over the past two years are now at press and should be introduced in the next couple of months. However, we cannot anticipate sudden upsurges in demand or unexpected runs on individual titles, so all we can do is attempt to keep all titles in print by updating as many titles as is humanly possible and hope that our printer can cope.

#### **NEW RELEASES FROM FREYTAG & BERNDT**

European map publishers have been largely quiet during the Covid era. Freytag Berndt of Austria has recently released the first brand new title I have seen from any European publisher in several years – a map of Chechnya (technically Czechia, or Tschechien in German). This is one of the breakaway portions of the former Soviet Union that was not successful in escaping from Russian control. We are currently going through the most recent example of Russian aggression, in Ukraine, but Russia has a long history of attacking those areas adjacent to it, as Georgia can attest. Chechnya tried to separate and was brutally suppressed by Russia in the 1990s, resulting in a devastating insurrection by local partisans that was destroyed by Russia at the cost of thousands of lives. The region is now recovering, and FB has recently published the first-ever map of Chechnya. Congratulations! As FB's North American distributor, this title will be available from ITMB within NA in the near future (ISBN 9783707921151; scale 1:250,000).

I also wish to advise customers that FB is going through an updating stage with several titles, and is raising prices to E11.90 ex-VAT outside of Austria. This represents a significant price increase, which FB has not announced publicly, to my knowledge, and presents a dramatic stage for other publishers to follow suit. Titles affected to date include Iceland and Poland, as well as Chechnya, among others. In the short term, this will result in price increases for all FB titles in the American market of \$2.00us per copy. Call it inflation, I guess.

#### **UKRAINE**

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As we all know, a major international war has broken out in Europe for the first time since 1945 (the Balkan wars related to the dissolution of Yugoslavia, and did not spill over accepted international boundaries). Russia's blatant use of force to invade neighbouring Ukraine has widespread implications for the world at large, which will become more obvious as the fighting continues, mostly based on the premise of 'Who's next?' if Russia succeeds in conquering the country. As I write this, Ukraine appears to be offering a stiff resistance to an overwhelming onslaught, and Russia has found not only a united opposition even amongst the Russified portion of the Ukrainian population to their aggression, but severe international sanctions on Russia and severe disapproval internationally, will have long-term consequences debilitating Russia. How this war will be concluded remains to be seen, but one thing is obvious as of the first days of March – Ukraine is not the push-over Putin thought it was. We are seeing a rising demand for maps of Ukraine, so please order fast, as our stocks are limited. Of course, it is not practical to travel to Ukraine at the moment, but armchair warriors, as well as aid groups, will need maps of the country. As an aside, Canada has the third largest Ukrainian ethnic population in the world, after Russia and the USA. This is a potent number of electors, and the Canadian government has stepped up military assistance to Ukraine by supplying anti-tank weaponry as well as financial and humanitarian aid.

### **VIRTUAL TRAVEL FOR THIS MONTH**

Frankly, the war in Ukraine so dominates our consciousness that thinking about a part of the world we might enjoy visiting seems incredibly heartless when thousands of people are being killed in fighting. This is a time for all of us to focus on what is important in our lives, not a time for frivolous self-indulgence.

### **WORK IN PROGRESS - all sellers/librarians please note**

ITMB, as of early March, 2022, has ample inventory of almost all of the titles traditionally carried as part of our publishing line. However, as sales continue to improve, inventory is depleting. We ask for your understanding if a particular title happens to be unavailable in the short term. Generally, we have ample inventory. The following titles are under development:

**Antigua & Barbuda** – This title is now sold out, thanks to an unexpectedly large order. A fresh edition is in preparation, but at this stage, I have no ETA.

**Austria** – This is a double-sided mapping project that has been years in the making. ITMB introduced a single-sided map of Austria a few years ago, which sold, but did not do justice to an important country like Austria. As a result, we have re-worked the artwork into a double-sided map of the country and made it into a Rail/Road map. The artwork was printed, but had major printing errors, so has to be reprinted. No ETA

**British Columbia: North Half** – BC is as large as the USA west of the Rockies, or all of Western Europe, but the northern half of this vast province is lightly populated and poorly mapped. It is, however, a very attractive touristic destination, if for no other reason than the fact that access to the Yukon, Alaska, and the Northwest Territories are accessed through northern BC. ITMB produced a very successful detailed map of the southern half of BC a couple of years ago. Covid has provided the opportunity to prepare an equally detailed map of the northern half of this marvelous province. The line work will still take several months to complete.

**Florence and Northeastern Italy** – One of the most-visited cities in Europe is Florence. This second edition map is being developed as a double-sided city and regional map covering all of Tuscany and surrounding provinces. The city itself needs no introduction to map sellers, so all I'll say is that it covers the urban area in excellent detail at an incredible 1:5,000 scale, showing all attractions. This map was ground-truthed during December and dozens of improvements noted. The artwork is being modified as a result. The regional side is completed, covering from Venice to Milan to below Sienna. No ETA

**Grand Canyon/Arizona** – This title is almost out of inventory.

**Mexico** – Our country map of Mexico has suddenly depleted to zero, as (obviously) a lot of people decided Covid was over, or Chicago was too cold, or whatever. Updating is complete and the next edition is at press, but there will be some time passing before the new edition arrives. No ETA.

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**Indian Ocean** – There has never been a travel map of the Indian Ocean. Ian thinks that the world needs such a map; therefore, ITMB is generating yet another first-of-its-kind maps, focusing on the touristic islands of this part of the great Pacific. It will be a double-sided map, with the Seychelles on the other side. Line work is advancing quickly, but it will take a few more months of effort to complete the artwork; no ETA.

**New Mexico** – see Arizona, above

**New Orleans/Mississippi River** – We are well into developing artwork covering this important city travel destination map, including a separate map covering the Mississippi River Basin, but it will be several months before the artwork will approach completion.

**North and South Dakota, plus Nebraska** – ITMB is gradually extending its coverage of the USA via a series of state maps. The Dakotas form a natural entity for one side, and Nebraska for the reverse side. The line work is complete, and we are working on the final details. No ETA

**Richmond, British Columbia** – That's right folks, something we do receive a constant stream of requests for is a map of our own city which, as we discovered, has never been properly mapped. As a result, the proof checking is taking longer than usual due to inaccurate info on various web sites. We have driven over 1,000 kms. Up to now, checking place names, landmark buildings, parks, bike trails, and newly-opened streets. We are also updating our Vancouver map at the same time to serve as a bike map for the reverse side of our Richmond map. Richmond will be the third segment of the Greater Vancouver region in our product line; ready, as always, when it is finished.

**Russia's Heritage Cities** – The current edition is out of inventory and consideration of a fresh edition is being developed in combination with a fresh map of European Russia (that portion west of the Urals). It won't be ready until the spring of 2022.

**Seychelles Islands** – This will be another brand new title for ITMB. The artwork is progressing well, but there is still a lot to do before this map can go to press. No ETA.

**Uganda** – Someone knows something that I don't! Suddenly, demand for Uganda has surged dramatically, and we are fast running out of inventory. This forces us to adjust priorities and prepare a new edition, which is underway; no ETA at the moment.

**Ukraine** – The war has stimulated world-wide interest in this country, which is being savaged by Russian aggression. This has resulted in a dramatic increase in demand very quickly, and our inventory levels are dropping very quickly. We will probably run out of copies during early March. A new edition is being prepared, but is not yet ready to print. No ETA.

### **NEW RELEASES: FEBRUARY, 2022**

**Arizona/New Mexico Travel Reference Map 2<sup>nd</sup> Ed. 2022 1:900,000 ISBN 9781771290227 UPC 817712902276 \$11.95cdn/us E9.50 8.95GBP** – ITMB is pleased to announce the release of our updated Arizona and New Mexico maps, printed in a double-sided format, with each state having its own side. This version includes two separate covers, one for each state, to enhance marketing possibilities, and the addition of two Top Attractions listings, one for each state. The Arizona side has a detailed inset map of Flagstaff, showing the path of Route 66 through the city streets. The New Mexico side includes a large inset of Albuquerque, also including the Route 66 passageway through the city. **AVAILABLE**

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**Burkina Faso & West Africa Travel Reference Map 3<sup>rd</sup> Ed. 1:950,000/1:4,800,000 ISBN 9781771290920 UPC 817712909206 \$13.95cdn/us E9.50 8.95GBP** – Burkina Faso is a land-locked country in West Africa, bounded by Mali, Niger, and four Gulf of Benin states. It is one of the most interesting African states for tourism, with several national parks and game preserves, and two World Heritage sites. The main east-west highway is now complete, with links to its southern neighbouring states; the north, however, remains largely undeveloped, with mostly dirt roads. The map side showing the country includes insets of Ouagadougou and Bobo-Dioulasso, the two main cities, and a listing of the Top Attractions. The second side of the sheet is a new addition to this map, being a detailed map of all of West Africa, including the Canary and Azores islands off the western coast, and of Sao Tome y Principe close to Gabon. The two portions of Equatorial Guinea are also included. This is a very useful map of half a dozen Sahel countries and a dozen sub-Sahel entities. ITMB publishes individual country maps of many of the West African nation states, but this is the only one showing such areas as Liberia, Guinea-Bissau, and Equatorial Guinea. **AVAILABLE**

**Kilimanjaro/ Tanzania North Travel Reference Map 6<sup>th</sup> Ed. 2022 1:63,000/1:3,000,000 ISBN 9781771294140 UPC 817712941404 \$13.95cdn/us E9.50 8.95GBP** – Kili remains eternally popular. This most recent update includes a listing of Top attractions for this dormant volcano. The reverse side of the map covers all of northern Tanzania and the portion of Kenya that includes Nairobi. The islands of Pemba and Zanzibar are also shown. This side also includes an inset map of Arusha, the town from which almost all treks to Kilimanjaro begin, an inset of Dar es Salaam, and another of Stone City, in Zanzibar. This map recently won an award from the International Mountaineering Association for excellence. **AVAILABLE**

**New Mexico, see Arizona, above**

**Tanzania, Northern Half, see Kilimanjaro, above**

**West Africa, see Burkina Faso, above**

### NEW RELEASES: JANUARY, 2022

**Amazon & Brasil North Travel Reference Map 6<sup>th</sup> Ed. 1:3,000,000 on waterproof stone paper ISBN 9781771290203 UPC 817712902030 \$13.95cdn/us E9.50 8.95GBP** – We first mapped the Amazon River Basin for a rainforest protection conference many years ago, preparing what we thought was a pretty good rendition until we arrived at a conference full of experts who were able to add so much more data that we re-did the map before publishing it. We have updated it repeatedly as more information has come to light and are pleased to release this sixth version, which does something that we have wanted to do for some time – it adds a detailed map of the northern half of Brazil/Brasil to a river map that covers portions of seven different countries. The map is printed on revolutionary stone paper (tear-resistant, waterproof, friendly to the environment, and bio-degradable as well as extremely durable), and has two different cover pictures, so it can be marketed either as a map of Brasil or of the Amazon Basin – or both! This is, unfortunately, one of those titles caught up in lockdowns during 2021, so is coming out later than hoped for, but is a solid-selling map of great interest to travellers; it is also the only map of the river basin in print. As the world emerges from the era of Covid, this part of the world will once again dominate demand for South American explorers. **AVAILABLE**

**Brasil North Travel Reference Map, see Amazon, above**

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**France Atlantic Coast Rail and Bike Map 1<sup>st</sup> Ed. 2022 1:600,000 ISBN 9781771292887 UPC 817712928870 \$13.95cdn/us E9.50 8.95GBP** – France is a rather large country, and while it can be portrayed on a map as a country, mapping it in segments provides an opportunity to concentrate on regions at a better scale. This map, covering the coastal region of France from the Cotentin Peninsula south to the Spanish border and east as far as Paris and Montpellier in Languedoc is the first of what we hope will be a series covering the country at an improved scale. The second title, covering the Mediterranean Coastal region, is now underway. This map is double-sided, covering from Quimper and Paris at the northernmost portion of coverage, to Angoulême and Clermont at the southern extreme on one side, with the second side covering from Bordeaux and St-Etienne south to Bayonne/Pamplona and Nîmes/Avignon in the south. This is a part of Europe that has been fought over for centuries, and as such is dotted with fortresses proclaiming its historic importance. This map has been designed with the leisure traveller in mind. Although it shows all motorways and highways, rail connections by train are emphasized, as are long-distance Euro-Velo cycling routes that are being developed in many parts of Europe. At this scale, it would be impractical to record all accommodations, but we have included a new feature that is thus far peculiar to France, and that is motorway hotels at rest areas. Naturally, the map is rich with places of touristic interest. **AVAILABLE**

**North and West Vancouver Cities Street Maps, see Vancouver, below**

**Queensland (Australia) Travel Reference Map 1<sup>st</sup> Ed. 2022 1:900,000 ISBN 9781771296334 UPC 817712964342 \$13.95cdn/us E9.50 8.96GBP** – We complete our series of regional maps covering Australia with this map of Queensland, which nicely fills a double-sided sheet with only small portions of adjoining states showing. The map also includes a large inset map of central Brisbane. At this scale, the road/rail network of this part of Australia becomes very clear. The first side concentrates on the northern portion of the state, and the other side, the more densely-developed southern half. The map includes a listing of the state's top attractions, and notes all major touristic attractions. Although gas/petrol stations are commonly found, we have included some gas symbols in remoter parts of Queensland to encourage drivers to venture into roads less travelled. All states and territories of Australia are now available from ITMB as separate maps, as well as our very popular country map **AVAILABLE**

**Spain South Half Road and Rail Travel Reference Map 1<sup>st</sup> Ed. 2022 1:700,000 ISBN 9781771297264 UPC 817712972644 \$13.95cdn/us E9.50 8.95GBP** – The southern half of Spain (and of Portugal, which is also included) consists of the portion from Toledo/Castellón south to the Mediterranean. Side 1 (the cover side) focuses on the eastern portion, from Granada to the coast, including the Balearic islands of Mallorca, Menorca, and Ibiza, and the other side the portion of Spain west of Granada, including that portion of Portugal from north of Lisbon to the Algarve. Gibraltar is included, as are the Straits and the Spanish enclave of Ceuta and part of Tangier. A large inset of the seven Canary Islands is also shown. This map completes our regional mapping of Spain (the other two titles are Spain North and Cataluña/Barcelona). Spain has invested heavily in its train network, so we note both rapid train and regular train routes, as well as the expanding motorway network. Major touristic sites are noted, as always, with special attention to world heritage sites. The scale is excellent for those wanting to explore this portion of Spain at leisure. **AVAILABLE**

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**Vancouver North and West Biking and Hiking Map 1:20,000/1:55,000 1<sup>st</sup> Ed. ISBN 9781771298735 UPC 817712987358 \$13.95cdn/us E9.50 8.95GBP** – Vancouver, British Columbia, is actually a gathering together of 23 cities and towns in a loose federation of shared interests. ITMB's map of Vancouver is, in reality, only the City of Vancouver, with most of greater Vancouver on the reverse side. North Vancouver and West Vancouver are separate municipalities located on the north shore of Burrard Inlet (the harbour making the Vancouver area the largest port on the Pacific coastline). There are four municipalities on the north shore, all of which are named after Captain George Vancouver, the renowned British naval explorer and mapper, and why these four do not merge into one remains one of those enigmas wrapped in a puzzle. Regardless, this is the first-ever street map of all four municipalities, but more importantly, the north shore communities is where the mountains that make the Vancouver area so attractive are located. This means that this is where all the ski resorts exist, all the downhill skiing is done, where the 2010 Olympic Games were carried out, and where dozens of biking routes, hiking trails, and recreational opportunities exist. As a result, this map has international marketing opportunities and year-long sporting venues. It includes the Horseshoe Bay ferry terminal to Vancouver Island, the Cypress Mountain viewpoint, the Grouse Grind extreme-run climb, the Baden-Powell hiking trail, and Deep Cove small-boat harbour, with its access to remote Indian Arm. This is the second map covering the greater Vancouver area in detail, with the third portion being due for release this coming spring.  
**AVAILABLE**

### **NEW RELEASES in late 2021**

**Cape Town & Garden Route of South Africa Travel Reference Map 1<sup>st</sup> Ed. 2022 on waterproof stone paper 1:10,000/1:1,350,000 ISBN 9781771291736 UPC 817712917362 \$13.95cdn/us E9.50 8.95GBP – AVAILABLE**

**Cardiff, see Wales, below**

**Cariboo/Chilcotin (BC) Travel Reference Map 1:300,000 1<sup>st</sup> Ed. Limited print run ISBN 9781553419808 UPC 815534198044 \$9.95cdn/us E9.50 8.95GBP – AVAILABLE**

**Georgia and Tbilisi Travel Reference Map 1<sup>st</sup> Ed. 2022 1:600,000/1:7,000 ISBN 9781771298018 UPC 817712980182 \$13.95cdn/us E9.50 8.95GBP – AVAILABLE**

**Gulf Cruising and the UAE Travel Reference Map 1<sup>st</sup> Ed. 2022 1:1,500,000 1:900,000 ISBN 9781771296267 UPC 817712962676 \$13.95cdn/us E9.50 8.95GBP – AVAILABLE**

**Wales and Cardiff Travel Reference Map 1<sup>st</sup> Ed. 2022 1:300,000/1:8,000 ISBN 9781771291743 UPC 817712917430 \$13.95cdn/us E9.50 8.95GBP - AVAILABLE**

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