

PRESS CLIPPINGS

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inyourpocket
ESSENTIAL CITY GUIDES

Here are the latest quotes about In Your Pocket guides from all major newspapers and recently published guidebooks...

“Very impressive ... Practical things, such as getting around, are covered in great detail and look bang up to date. Reviews of places to eat and drink are plentiful and knowledgeable, and there are informative reads on a variety of subjects.”

The Daily Mail 'Website of the Week', August 24, 2011

“Brilliant for winking out weird, esoteric or just plain wonderful places in European cities, especially eastern Europe.”

The Guardian, July 15, 2011

“As with many European cities, *In Your Pocket* has a helpful guide to St. Petersburg.”

The Guardian, September 15, 2010

'The biannual *Tirana In Your Pocket* is a good source of information'

Rough Guide Europe, 2010

"*Tirana In Your Pocket* lists what's going on and can be downloaded free or bought at bookshops, hotels and some of the larger kiosks for 400 lekë."

Rough Guide Europe, 2010

"*Pristina In Your Pocket* (www.pristina.inyourpocket.com) is a downloadable guide; it's also available at Libraria Dukagjini."

Lonely Planet Eastern Europe 2010

“For instant city guides, check out inyourpocket.com. Its 50 European city guides are regularly updated and available, for free, on the web or as PDF downloads.”

Sunday Times Travel Magazine, April 2010

“All the guides are written by English speakers who live in the cities they write about. They provide solid, reliable information on everything from where to book a reasonable B&B to how best to spend 72 hours in a city.”

The Guardian, September 26, 2009

"These [In Your Pocket] guides are very well written and I was quite impressed."

Simon Calder, senior travel editor at The Independent, August 2, 2009

"After arriving, buy *Bucharest In Your Pocket* (8 Lei or €2.50, for sale in bookshops and hotels). It's a handy, compact format guide with, besides all tourist information, addresses of bars, clubs and restaurants. The guide is published every two months, and is therefore always up to date."

Der Gelderlander, May 25, 2009

“Most of the traditional guidebook companies now have decent websites, with plenty of advice and information either freely available or downloadable for a fee, but inyourpocket.com is also well worth a browse. Concentrating on both well-known and more offbeat European destinations, its free downloadable city and country guides are compiled by locals and regularly updated.”

The Independent, March 14, 2009

“A useful aid for planning in advance as well as on site is the *In Your Pocket* city guide series, which appear in over fifty cities in Europe. The guides costs about one euro, are free in some hotels and is downloadable as a free PDF document. In most cities a new edition is published every two months.”

Nrc.next, March 10, 2009

"For further information on what to do in Riga, the free (Riga) *In Your Pocket Guide* is excellent; pick one up at the airport. See inyourpocket.com."

The Sydney Morning Herald, February 28, 2009

“Belfast has gained yet another prestigious travel accolade. The publisher of “In Your Pocket Essential City Guides” has included Belfast in its top ten destinations for 2009.”

NI Tourism Eye, January 2009

“inyourpocket.com (IYP) is one of the web's best travel resources.”

The Guardian, December 20, 2008

“A good overview of Moscow's attractions is the In Your Pocket guide to the city, downloadable from inyourpocket.com.”

The Observer, November 9, 2008

“*In Your Pocket* guides are a godsend. They are impressively up to date and clearly written by people who live in the city. Invaluable”

The Sun Herald (Australia), September 7, 2008

“The secret of the *In Your Pocket* guides is that, unlike many expensive travel guides, they are written by native English speakers living in the city they are writing about. That can lend itself to frank, matter-of-fact advice about your destination rather than jaded impressions from world-weary professional travel writers.”

The Irish Times, August 8, 2008

“In Your Pocket: a cheeky, well-written series of guidebooks.”

New York Times, July 9, 2008

“Upenieks and Zaprauskis were worried that each negative experience means that at least 20 tourists won't return to Riga. To avoid this, the two businessmen warned the readers of their guide, *Riga In Your Pocket*, to avoid *Groks*, a Riga pub. *Diena* confirmed this by reading the guide, which has a print-run of 15,000 and which is read by many of Riga's visitors... It advises readers to “Avoid this place [*Groks*] like the plague.”

Diena, June 28, 2008

(*Groks* closed a couple of weeks after the above article appeared...)

“Death of the guide book? Pah! They're just diversifying. Print off your own PDFs...”

The Times, April 18, 2008

(In naming *In Your Pocket* as one of 10 guide book publishers to trust, in the wake of the *Lonely Planet* scandal).

“On the internet, www.inyourpocket.com has good reviews of [Warsaw's] hotels, bars and restaurants.”

The Times, April 6, 2008

“The [official \[Warsaw\] website](http://www.inyourpocket.com) is pretty scant, as is the national site at www.visitpoland.org, so I'd recommend looking at www.inyourpocket.com, which has very good reviews of hotels, bars and restaurants.”

The Times, March 11, 2008

“If you haven't come across *In Your Pocket* (IYP) before, bookmark them now. IYP's print guides can be found scattered around the hostels of eastern Europe, and their online coverage of 57 eastern European towns and cities (and, somewhat randomly, Belfast and Dublin too) is a brilliant resource written by excellent writers whose slant is always off the trail.”

The Guardian, February 28, 2008

“Print out a travel guide from www.inyourpocket.com, where you can also choose and book a hotel for a couple of nights.”

The Times, February 2, 2008

“*In Your Pocket* are the best guides to Eastern Europe. These cover some obscure cities – Zadar, Shkodra, Kashubia, Druskininkai, anyone? – and are updated regularly. Although available locally for a couple of pounds as a booklet, many can be downloaded free. Somewhat oddly, Belfast and the Isle of Man are also covered.”

The Times, September 1, 2007

“No need to fish in your pocket when downloading these guides to Eastern Europe – they're free (www.inyourpocket.com).”

The Times, July 21, 2007

www.inyourpocket.com

“With so many central and eastern European cities now within easy range of a low-cost airline flight, this website is a (literally) priceless first stop before your holiday. The guides are free to download and print off as pdfs and

have information on where to eat and stay and what to see on European city breaks, including more obscure destinations like Tirana in Albania and Minsk in Belarus.”

The Times, July 18, 2007

“The city guide *Bucharest In Your Pocket* is an indispensable resource.”

Thomas Cook City Spots Bucharest, 2007

From **Insight Guide to Romania, 2007:**

p352

“For restaurant and bar listings in the capital, try *Bucharest In Your Pocket*” &

p367

“*Bucharest In Your Pocket* has plenty of information on the capital’s nightlife scene.”

Both from Insight Guide to Romania, 2007

“In Your Pocket (www.inyourpocket.com/russia/st_petersburg/en/) Monthly listings booklet with up-to-date information and short features.”

Lonely Planet Russia, 2007

“Tops for Central and Eastern Europe. Back in 1991 during a long night of drinking, four guys living in Vilnius came up with the idea to create an online city guide for the Lithuanian capital, which at the time had no telephone directory. The result? This online collection of locally written, frank, lively and informative guides to more than 50 cities across the region, from Derry to Tartu. For most cities, content runs deep: there are more than 30 restaurants and 11 clubs listed under Brasov, for example. Plus, news, maps and blogs. You can even tune into a local radio station. Browse around the site for interesting finds, such as a Prague hotel that was formerly a theater and still retains original features, including a full size stage and balcony boxes.”

Forbes.com “Best of the Web 2006”

“Your best bet is to get a copy of the acerbically entertaining *Bucharest In Your Pocket*.”

Wizz Air In flight Magazine, November 2006

“Weitere Informationen zu Städte-, Rund- und Flussreisen auf www.kiew.ch. Online-Reise- und -Restaurantführer auf Englisch: www.inyourpocket.com/ukraine/kyiv/en/.”

Neue Zürcher Zeitung, September 21, 2006

“Download a city guide at www.inyourpocket.com.”

The Times, September 16, 2006

“*Bucharest In Your Pocket* is the city’s best guide.”

Business Traveller Magazine, September 2006

“Travelers’ Web sites, many run by and geared toward Europeans, sometimes review hotels not on the American radar. Try www.inyourpocket.com, for travel in Eastern Europe.”

The Record, Bergen, July 23, 2006

“A good all-around information site is www.inyourpocket.com/latvia/riga/en/.”

New York Times, July 16, 2006

“For more bars and clubs, pick up a free copy of *St Petersburg In Your Pocket*, or see www.inyourpocket.com.”

The Daily Telegraph, June 14, 2006

From Lonely Planet Estonia, Latvia & Lithuania 2006:

(A record 14 mentions)

p. 15 Websites

“In Your Pocket (www.inyourpocket.com) Insider city guides to a clutch of Baltic cities, with free PDF downloads to pop in your pocket.”

p. 67

Tallinn Orientation

Media

“In Your Pocket (www.inyourpocket.com) Tallinn’s best listings guide, this quarterly publication contains up-to-date info on hotels, restaurants, clubs and what’s on in the city. Buy it at bookshops or the tourist information office (35 Kr).”

p. 87

Tallinn Entertainment

"Events are posted on city walls, advertised on flyers found in shops and cafes, and listed in newspapers as well as in Tallinn In Your Pocket."

p.110

Tartu Tourist Information

Tourist Office

"Be sure to pick up the excellent Tartu In Your Pocket guide (25Kr)."

p. 157

Parnu Tourist Information

Tourist Office

"Pick up maps, brochures and the helpful P"arnu In Your Pocket, published annually (25Kr)."

p. 168

Estonia Directory

Practicalities (boxed text)

"For events listings pick up the excellent In Your Pocket series (www.inyourpocket.com) published quarterly for Tallinn and twice yearly for Tartu and P"arnu (also available as pdf downloads)."

p. 191

Riga Information

Riga Card (boxed text)

"Riga Card yields a juicy range of discounts... and includes ... A free copy of Riga In Your Pocket and other goodies."

p. 216

Riga Entertainment

"Upcoming events are listed in the Baltic Times, Riga In Your Pocket and riga This Week."

p. 266

Latvia Directory

Practicalities (boxed text)

"Riga In Your Pocket (www.inyourpocket.com) and Riga This Week (www.rigathisweek.lv) are bimonthly English-language guides with Riga hotel and, restaurant and nightlife reviews."

p. 291

Vilnius Information

Media

"Vilnius In Your Pocket (www.inyourpocket.com) Quality city guide published every two months, available as PDF download or in bookshops, tourist offices and newspaper kiosks (5Lt)."

p. 331

Kaunas Orientation

Media

"Kaunas In Your Pocket Annual city guide sold in hotels, art galleries and news kiosks for 5Lt; download it in PDF at www.inyourpocket.com."

p. 349

Klaipeda Orientation

Media

"Klaipeda In Your Pocket (www.inyourpocket.com) Annual city guide published locally and sold in hotels and news kiosks for 5Lt."

p. 377

Kaliningrad Orientation

"In Your Pocket (www.inyourpocket.com/russia/kaliningrad/en; [available only online](#)) has the latest city listings."

p. 405

Getting around - Bus

Timetables & Fares

"The In Your Pocket (www.inyourpocket.com) city guides to the capitals include fairly comprehensive domestic and pan-Baltic bus schedules, updated every two months."

All from Lonely Planet Estonia, Latvia & Lithuania 2006

"www.inyourpocket.com - which specialises in Central and Eastern Europe - is, I think, the only travel guide publisher to place its entire content online, for free. With so many of inyourpocket.com's cities now on the radar of the budget airlines, the value of this site is priceless."

The Times (Online Travel Section), May 5, 2006

"*In Your Pocket* guides are not simply translated from German: each guide is written by an English language writer. Until now these pocket sized guides were available in Germany only in Berlin, Frankfurt and Munich. New editions however will be published in all World Cup cities with information on local festivities, and an insert about the teams and stadiums. All information is also available on the publisher's website."

Sueddeutsche Zeitung, May 4, 2006

"'We are the last secret in Europe,' says Gazi Haxhia to me as we sip strong espressos at a Tirana pavement café under the warm sun of a late March morning. Haxhia is general manager of the Tirana edition of the excellent *In Your Pocket* guidebook series, and the secret he is talking about is Albania. *Tirana In Your Pocket* is available for €3 locally, or download highlights from www.inyourpocket.com."

The Times, April 15, 2006

"You can download the *Tirana In Your Pocket* guide from www.inyourpocket.com."

The Observer, April 9, 2006

"*In Your Pocket* (www.inyourpocket.com) - this publishing firm gives information on Albania and Croatia and published frequently updated pocket guides to Zagreb, Zadar and Tirana."

"*Tirana In Your Pocket* (www.inyourpocket.com) tells you what's hot, and is available at bookshops and some of the larger kiosks for 400lek."

Lonely Planet Western Balkans, 2006

"The *In Your Pocket* series covers the main cities of all three Baltic countries, is updated every two months and can be picked up locally for about £1.50. There is also lots of information on its website:

www.inyourpocket.com."

The Times, February 4, 2006

"Een uitstekend stadsgidsje is *In Your Pocket*, dat door de daar wonende Nederlander Charles Hoedt samen met zijn vriendin Bonnie van de Velde is opgezet."

"[St. Petersburg] *In Your Pocket* is an excellent city guide, set up by resident Dutchman Charles Hoedt with his girlfriend Bonnie van de Velde."

De Gelderlander, January 14, 2006

"For up to date listings Tallinn *In Your Pocket* is a great resource."

The Economist, December 20, 2005

"For more information about the city see *Krakow In Your Pocket* (www.inyourpocket.com)."

Times Education Supplement, December 2, 2005

"Riga's nightclubs open and close at the drop of a hat, so check the Riga **In Your Pocket** guide for latest listings."

Daily Mirror, November 12, 2005

Belfast In Your Pocket (www.inyourpocket.com/ni/belfast/en)

"A Belfast city guide, but unlike many guides (online and print) this has a well established local journalist as the chief contributor. So it's up to date and reliable."

BBC Online (www.bbc.co.uk/ni)

First published November 2005

"The best and most up to date reference for cafes, pubs and clubs is *Warsaw In Your Pocket*, an excellent magazine written by a savvy young writing team."

Daily Mail, November 9, 2005

Prestige travel book compilers pick Belfast for first UK guide

Belfast has become the first city in the UK and Ireland to join a list of top European destinations covered by a group of impressive travel guide books.

Belfast Telegraph, September 2005

"The growing influx of Western tourists has resulted in a large number of English language publications in the city. Most useful of these is *Warsaw In Your Pocket*."

Lonely Planet Poland

Published August 2005

"For more information on Bucharest see the website www.inyourpocket.com."

The Times, August 28, 2005

"www.inyourpocket.com is quite simply the best place to prepare for your trip behind the former Iron Curtain."

The Guardian, August 23, 2005

"Belfast's unlikely emergence as a tourist destination has been underlined with the launch this month of an independent bi-monthly guide to the city. *Belfast In Your Pocket* is the latest sign that the city is emerging from decades of conflict and is seen as a fun place to spend a weekend break or even longer. "It's safe, it's vibrant and it's very interesting," said Heidi McAlpin, the guide's managing editor. "

The Daily Telegraph, June 18, 2005

"A new guide to Belfast has cited its gay nightlife and Troubles-based tourism as its two main tourist highlights. *Belfast In Your Pocket* advises tourists in search of "recent political history of this divided city" to take a famous black taxi mural tour of West Belfast."

Irish News, June 11, 2005

"To find out what's going on, where, try the monthly guide *St. Petersburg In Your Pocket*."

The Sunday Telegraph, May 15, 2005

"Inyourpocket.com was the first online travel guide to come up with the idea of offering free downloadable city guides in printable (PDF) format."

The Guardian, May 14, 2005

"The *In Your Pocket* series of guide booklets have turned out to be highly useful in avoiding tourist traps and other travel hazards. The bimonthly, English-language series of small guides are a mix of Lonely Planet and Time Out, and have become a European publishing phenomenon."

International Herald Tribune, May 6, 2005

"For further information on Riga and Tallinn take a look at www.inyourpocket.com."

The Sunday Telegraph, April 10, 2005

"Wroclaw has the best nightlife in Poland. 'It's like a condensed version of Prague, minus the stag parties and kebab shops,' says Alex Webber of *In Your Pocket*, an enjoyably acerbic series of Eastern Europe guides. 'Groups of men wearing dresses and women clutching blow-up dolls all doing the 10-pint challenge are ultimately the kiss of death to a destination,' says Webber."

The Observer, April 10, 2005

"For an up-to-date events schedule try *Riga In Your Pocket*, available at kiosks and bookshops around town. "

"Of the many local city guides available, *Riga In Your Pocket* is the best choice, offering independent restaurant, nightlife and museum reviews as well as practical information, maps and an entertainment schedule. "

"The best source of information for Riga is www.inyourpocket.com where you can find up-to-date restaurant, nightlife and museum reviews and book accommodation online. "

Berlitz Guide to Latvia

(Published April 2005)

"Before heading down to Klaipeda and Nida, check the *In Your Pocket* guides at www.inyourpocket.com."

The Daily Telegraph, March 12, 2005

"Many travellers now take advantage of the deluge of cheap flights to Eastern Europe, but there's no point finding a great deal on your air fare and accommodation and then spending a lot of money on a guidebook. Go to www.inyourpocket.com and download over 25 city and over a dozen country guides to destinations from Berlin to Zagreb, Albania to the Ukraine. The writers/compiler live locally and the guides are frequently updated. "

The Independent, January 13, 2005

