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Client: BBC Magazines

Product: Lonely Planet

Subject Line: If you love to travel –

Dear Mr Sample

“It’s oh so nice to go travellin’ to London Paris or Rome” – as the great Sammy Cahn once wrote - and the irrepressible Frank Sinatra once sang...

How true. But, it’s also very nice, sometimes – to go travelling a little farther than that. To those unusual, unexpected and rather different places...

If you’re like me, you will get an amazing buzz at finding a truly wonderful destination, before the rest of the world finds it...

Well, whether you are thinking about the familiar or unfamiliar, East or West, short haul or long haul, [Lonely Planet](#) will inspire you to consider a number of very interesting new travel options and ideas.

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We look forward to hearing from you.

Yours sincerely

Wilhemina

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