



**BERTA**  
**BERLIN** —  
— **WALK THIS WAY**

PRESS MEDIA KIT  
DON'T RUN. JUST WALK.



## JUST BERTA

Berta Luise Heide is the publisher of the travel guides BertaBerlin, a travel blogger and marketer, and most notably a born resident of the German capital city.

2015, a trip to Milan, for which Berta had to rummage through seemingly endless guides in an attempt to plan the perfect weekend, sparked an idea, and perhaps a solution to this dizzying process for tourists in Berlin: a minimalist guide, like a folding map for Berlin. Just a few months later, her first travel guide, BertaBerlin for the district Neukölln, was born.

In her travel guides she discovers city walks all over Berlin and writes about its hidden gems and more on her blog [www.walk-this-way.net](http://www.walk-this-way.net).

Her writing has been featured in Are we Europe, Tagesspiegel, Startupvalley, QIEZ, Travel Pulse, [www.queer.de](http://www.queer.de), The local and MitVergnügen.

# CITY MAPS

BertaBerlin are MINI Pocket Guides. They are locally curated collections of secret spots and hidden gems crafted so you can explore Berlin with ease by way of simply suggested city walks or more spontaneous choose-your-own-adventure routes.

## WHERE TO BUY?

The maps are available in well-chosen locations all over Berlin and online (see [www.walk-this-way.net/shop](http://www.walk-this-way.net/shop)). It includes the sights and attractions not to be missed in addition to the word on the street to make the most of your experience.

The front side features exclusive highlights in a specific district like **Charlottenburg, Kreuzberg, Mitte** and **Neukölln**, or on a theme like „**QueerBerlin**“, „**BeautyBerlin**“ and „**YogaBerlin**“, along with detailed maps and photos to help you find your own way. Alternatively, the opposite side of the travel guide offers three curated walks through the city, so that you can also get to know greater Berlin. The tours start with breakfast, and direct guests to monuments, museums, shopping, other restaurants and hidden gems, and end with cocktails in some of my favourite bars.

From hotels, street markets, museums, shops, sights, restaurants, cafés, bars, clubs and more, you will find boundless options for every budget. The city walks are designed to guide you effortlessly through Berlin to the most exceptional sights like the Reichstag, beer gardens

off the beaten path in Tiergarten, select shops on Potsdamer Street, and the Boros Art Collection. Come and go to as many or few that suit you.

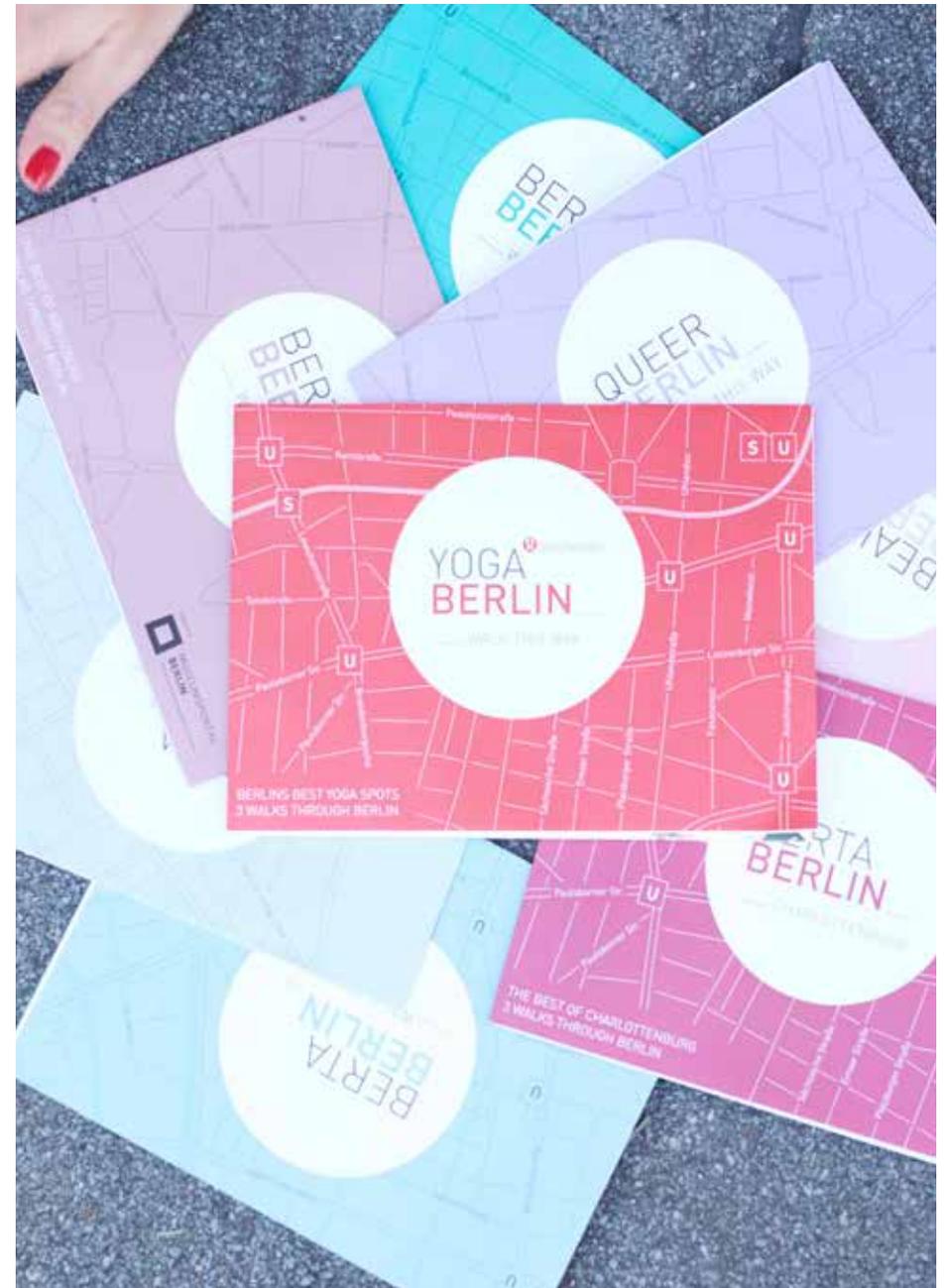
## CUSTOMIZED MAPS

You can order your own city map on request. **Deliveroo** for example wanted something special for their annual review. So we created a customized folding map with curated collection of culinary spots to explore the taste of 14 different countries in Berlin. Together we designed a culinary tour through the regional avors of Africa, China, India, Thailand and many more.

The map for the business school **ESMT** was crafted so their students and visitors can explore Berlin after the lectures.

The **YogaBerlin map** is a curated collection of yoga studios in Berlin created for you to easily explore the sweatlife in Berlin. I know that sometimes it takes a little more than gear to get out and get moving which is why I designed a YogaBerlin map **with lululemon** to help you in your sweatiest pursuits.

Better than any flyer, with the customized map of walk this way people hold a true value in their hand, which makes them memorize not only the experience, but also the company that give it to him.





## TOURS IN BERLIN

### KIEZ WALKS

Airbnb and Berta also offer tours in Berlin. Therefore, we invited shop owners and Airbnb home sharers to several „Kiez Walks“ in Berlin. On our neighborhood tour in Kreuzberg you could have – for example – met café owner Jaqueline from Café Frida, Natalie from the Italian pasticceria LatoDolce or Ilse from the liquorice shop Kadó. The participants got to know the people behind the scenes and meet other home sharers.

### SCHÖNEBERG TOUR

On her Sex, Love & Adversity Tour Berta will walk you through nearly 100 years of queer history in Berlin!

We'll meet in Schöneberg, a queer district famed for its alternative nightlife. This area blossomed in the 20s only to be crushed by Hitler, before blooming again in the 70s. One stop on our tour will be the former Eldorado nightclub, a popular Weimar-era haunt, another the Berlin home of author Christopher Isherwood, who immortalised the city in his book Goodbye to Berlin. Each place we visit will be brought to life with stories about the colourful, fascinating people who made the city what it is - a symbol of liberation. Finally, let's finish up with a drink at Cafe Berio at Nollendorfplatz where we can chat and watch the world go by.

### WHERE?

We will start at Viktoria-Luise Platz (subway U4) in Schöneberg. In addition to the Eldorado, Christopher Isherwood's former home, and gay bookshop Eisenherz, we'll take in beautiful architecture, contemporary queer hubs and much more. The tour ends by the former Metropol theatre at Nollendorfplatz (U1, U2, U3, U4).

### ARCHITECTURE TOUR

Let me walk you through galleries and institutions in Berlin Mitte, which focus on architecture and art. We'll meet in Mitte, an artsy districts famed for its galleries. One stop on our tour will be the monument Bear Swinger, where the heraldic animal of Berlin was accommodated. Today it is a venue for art exhibitions and talks. Another stop is the last obtained architectural monument of Berlin, which provides various site-specific formats of contemporary art that discuss architecture and history of the monastery ruins. Finally, we will finish the walk at the gallery aquabitArt at Auguststraße where we can chat with the gallerist and artist of the current exhibition.

### WHERE

We meet in front of the entrance to the Bärenzwinger at Im Köllnischen Park, 10179 Berlin.

The tour can be book on [Airbnb](#).

pic by Nadja Wohlleben

# ONLINE

## WEBSITE

If you want to discover more hidden gems of Berlin, check out Berta's blog: [www.walk-this-way.net](http://www.walk-this-way.net).

Berlin counts several districts with their unique atmospheres. In her Top 5 sections for the much-loved districts Kreuzberg, Mitte and Neukölln you will find from theaters to street markets, restaurants, cafés, bars, clubs and more, boundless options for every budget.

Additionally Berta publishes articles like „Free museums: Is art priceless?“, „My childhood in the GDR“, „Top 5 vegan restaurants“ or „Yoga under the sun“ on her blog. Feel free to leave suggests or to contact her about interesting projects.

## SOCIAL MEDIA

Stay updated by following her on Instagram and Facebook or subscribe for her Newsletter.

## NEWSLETTER

Every two weeks the Newsletter will simply inform you about „What to do on a Saturday?“ and updates you about upcoming events.

## APP

Besides the BertaBerlin maps, Berta created an app with Actionbound. It contains one digital city walk through Berlin Tiergarten. This walk begins with a breakfast suggestion and guides you to the most exceptional sights, beer gardens off the beaten path in Tiergarten and of course cafés, restaurants and bars.

## HOW CAN YOU GET IT?

Just download the Actionbound-app in [App Store](#) or with [Google Play](#) and search for „BertaBerlin“ or scan the QR-Code with Actionbound-App.

The first walk is for free.

## CUSTOMIZED APP

You can order a digital customized city walk additionally to your own city map on request. Together we designed a specific tour through the city which matches perfectly the desire of your customers.

The image shows a screenshot of the 'walk this way' website and its social media profile. The website header includes the logo 'walk this way' and navigation buttons for 'BertaBerlin', 'It's Me', 'Shop', 'Contact', 'Blog', 'Top 5 of Berlin', and 'MAPS'. The main content area features 'Berlin Pocket Guides' with a large image of a woman holding a map, a search bar, and a promotional banner for a free Airbnb experience. Below this is a 'Subscribe now' call to action for a newsletter. The social media profile for 'walkthisway.berlin' is shown, including a profile picture, bio, and a grid of images related to city walks and maps.



## PRESS

### FEATURES

BertaBerlin has been featured in magazines, newspapers and on blogs:

- MitVergnügen
- Fielfalt
- Startupvalley
- Airbnb Citizen Deutschland
- QIEZ
- Travel Pulse
- I love gay
- blu Berlin
- queer.de
- Global Cocktails
- The local
- Edge Media Network
- GayMap
- Tagesspiegel

### APPEARANCE ON TV

2017 Berta was honored to be a guest of several tv shows like

- Rbb Abendschau
- Arte Re:
- Raum für Notizen

and of course Berta did not only talk about Berlin, but about her travel guides BertaBerlin.



# ADVERTISING & SPONSORING

## CUSTOMIZED MAPS

You can order your own city map on request, sponsor a map or simply place an advertisement. Besides the maps there are several marketing packages available.

**Deliveroo** wanted a unique customized folding map for the annual review, so we curated a collection of culinary spots with the taste of 14 different countries in Berlin, which they send combined with their annual review to the press.

## SOCIAL MEDIA CAMPAIGN

Additionally we designed a Social Media campaign in the form of a competition, in which participants could win the „BertaDeliveroo“ map with a fine dinner.

## BLOG ARTICLE

On top Berta wrote a blog article „Traveling the world in Berlin“ and launched another Social Media campaign to promote 11 restaurants of 11 countries, which deliver fresh and hustle free with Deliveroo.



pics by Mathias Kutt

# CUSTOMIZED MAPS

You can order your own **customized map** on request.

## ESMT BERLIN MAP

Recently Berta designed a “BertaBerlin map” for the business school **ESMT Berlin**, crafted so their students and visitors can explore Berlin after the lectures. ESMT Berlin is an international business school offering a full-time MBA, a master’s in management, as well as customized executive education programs. It was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master’s in management, as well as open enrollment and customized executive education programs.

## GDR BERLIN MAP

It’s always been fascinating to her that she grew up in a country which doesn’t exist any more. The GDR BERLIN map gives you an insight into lives that are fast fading from memory. Believing that the DDR Museum more than anywhere else captures everyday life in the GDR (German Democratic Republic), she is so excited to be partnering with them.

With this map dedicated to the GDR, **Berta and the DDR Museum would like to take you on three walks through the past.** The guide map includes GDR sights and attractions not to be missed to make the most of your experience. Take a seat in the Trabi ride, climb up the ladder of the GDR Watchtower and

experience the same view as the East German border soldiers or simply enjoy a currywurst at Konnopke, probably the first bistro to start selling currywurst in East Berlin!

## PLAY BERLIN MAP

For **myToys Berta designed a PlayBerlin map for parents** and especially their kids. From playgrounds, farms for children to the Teddy’s concert at Deutsche Staatsoper Berlin or the flashlight tour for children at Museum für Naturkunde; they found so many awesome spots that they decided to publish a new map PlayBerlin for parents and children.

PlayBerlin is a curated collection of playful spots composed so that you can explore the playgrounds and family cafés of Berlin with ease. They designed three walks from breakfast through amazing playgrounds, ice cream shops, museums and beer gardens. Berlin is an amazing place for children with adventures around every corner.



## SPECIFIED MAPS

**Interested in collaborating?** Berta loves to not only work on maps for districts but specified maps.

Let's discover Berlin together.

### QUEERBERLIN MAP

In advance of Berlin's annual gay pride march (Christopher Street Day), award-winning gay travel writer Adam Groffman from TravelsofAdam.com and Berta published a QueerBerlin map. The travel guide features recommended LGBT-friendly museums, shops, sights, restaurants, cafés, bars, clubs and more.

For many years, the German capital has attracted LGBT-tourists; hundreds of thousands visit each summer for the annual CSD pride parade. "Berlin is one of the best cities in the world for LGBT tourists. With the QueerBerlin map, we highlight some of our favorite places—the very same which we would recommend to family and friends that tourists might not be able to find on their own," Groffman said.

### BEAUTYBERLIN MAP

Do you feel like walking on the path of beauty in Berlin and pampering yourself with a beauty treatment after? Well, look no further because walk this way and PonyHütchen make it happen.

On one of the three walks of beauty, Berta guides you, among others to PonyHütchen. Behind this label, just like walk this way, beats the heart of a self-made woman. The Swiss Hendrike Grubert searched for natural and organic beauty care products with fresh fragrance and loud colours. Because she could not find any, she took matters into her own hands. PonyHütchen is not only located in Switzerland, but Lucie, Patricia and Cagla also help costumers with beauty tips in their flagship store in Berlin.

### YOGABERLIN

The YogaBerlin map is a curated collection of yoga studios in Berlin created for you to easily explore the sweatlife in Berlin. In cooperation with lululemon we created the City Sweat Challenge. We asked the reader to try our challenge and take the summer workouts to the next level. The challenge bwas to complete and be entered in a raffle to win one of many amazing prizes including tickets to the Sweatlife The Festival.

### BLOG ARTICLE

On top Berta wrote a blog article „The ultimate DIY workshop“ and launched another Social Media campaign to promote 5 beauty shops in Berlin and top 5 workshop in Berlin.



pics by Mathias Kutt & Maria Dominika

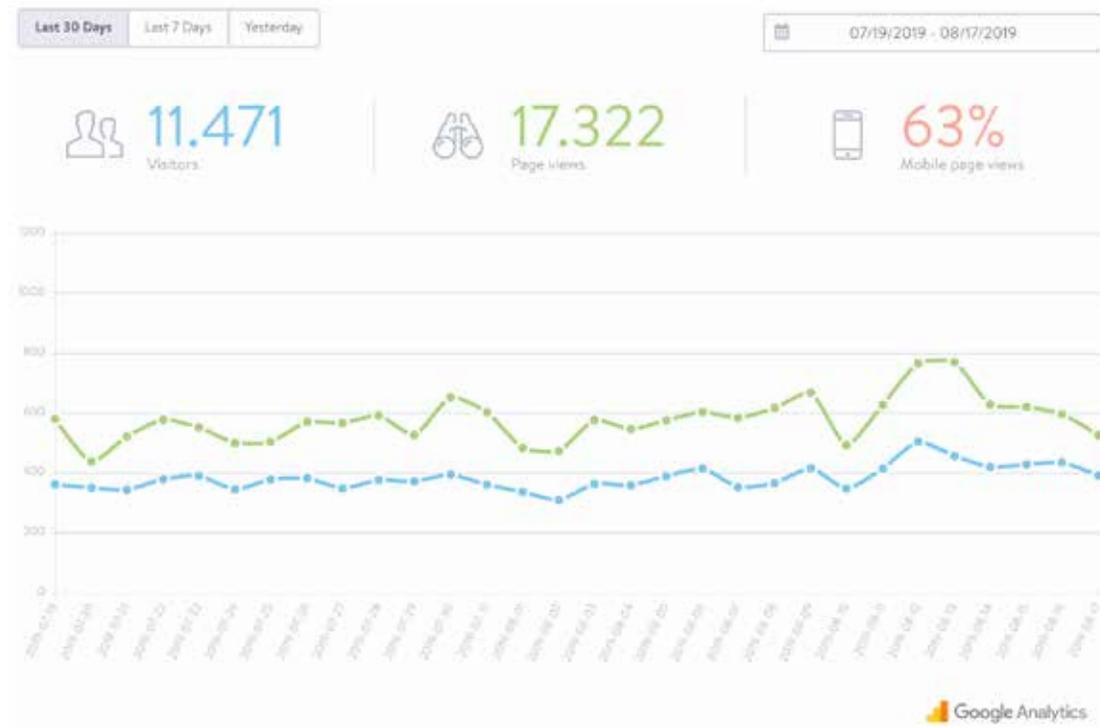
# WEBSITE

## THE TARGET AUDIENCE

My readers are 54% male and 46% female, employed, have a higher education and live in large cities.

When they visit [www.walk-this-way.net](http://www.walk-this-way.net), they are usually looking for something: a restaurant tip, an activity in Berlin or some fresh reading material. Since I live what I write, my readers trust my judgement and like to be inspired by my recommendations.

## FACTS AND FIGURES (AS OF AUGUST 2019)



## ADVERTISING OPPORTUNITIES

I want to provide my readers only the best and most helpful content. That's why I attach great importance to my advertising and content partners being a good match for me. I prefer long-term partnerships and would like to create a win-win-win situation for all of us:

1. great content and beautiful products for the readers
2. buyers and fans for your product or service
3. common merit in cooperation

## 1. ADVERTORIALS

**In the spotlight: exclusive article about your product or service**

I write an exclusive article about your product or service and highlight it so that my readers understand the added value. As I am working for many years in online marketing and PR, I know what an article needs to attract readers to your product.

## ADVERTORIAL:

- 500–1,000 words
- image integration
- link to your website
- distribution on Facebook & Instagram
- reporting (Google Analytics)

## BASIC:

- advertorial included
- 2 shares on Facebook
- 1 share on Instagram
- 500 Euro

## MEDIUM:

- advertorial included
- 2 shares on Facebook,
- 1 share on Instagram,
- 1 month prime placement on the website (on the landing page)
- 550 Euro

## EXTRA:

- advertorial included
- 2 shares on Facebook,
- 2 shares on Instagram,
- 1 month prime placement on the website (on the landing page),
- inclusion in the monthly newsletter,
- Instagram story
- 650 Euro

I recommend an additional media budget of 50–200 Euro to promote the article through Facebook & Instagram. This increases the visibility and the benefit of the contribution enormously. I will tailor the sponsoring to your desired target group.

# WEBSITE

## 2. CURATED BY SPECIALS

At regular intervals I publish articles with curated recommendations that are very popular with readers:

- 3 x per quarter: tips for Berlin  
**Top 5 workshops in Berlin**
- 1 x per month: a trip through Berlin  
**Italian places in Berlin**
- 1 x per month: travel inspiration  
**Budapest Special: 48 hours**
- 1 x per month: activity  
**Architecture and Art Tour in Berlin**

You are welcome to submit a proposal. If it fits in, I'll offer you a special package:

- article incl. description of the product or service in the text (maximum of 4 other partners)
- prime placement of the article on the landing page of the blog for 1 month
- inclusion of the article in the monthly newsletter
- social share of the article:
- 2 x on Facebook and 1 x on Instagram
- Social Share exclusive (focus only on your product or service):  
1 x on Facebook and  
1 x on Instagram
- 150 Euro

## 3. PRODUCT PLACEMENT OR EVENT TIP ON SOCIAL MEDIA

I have loyal followers on social media and an above-average interaction rate. With an individual posting on Instagram including image creation and linking, I will draw attention to you and your product.

Price Instagram Post:  
50 Euro (can also be booked as an add-on to the advertorial; 1 post with direct link to partner)

On my Instagram stories I can also create a story about your product or event with at least one direct link to your Instagram account.

Every story at @walkthisway.berlin is seen by an average of 400 viewer.

Price Instagram story:  
75 Euro

In my monthly newsletter I give my readers inside tips for events or workshops with direct links, see example →.

Combined price Instagram Post + Newsletter: 100 Euro

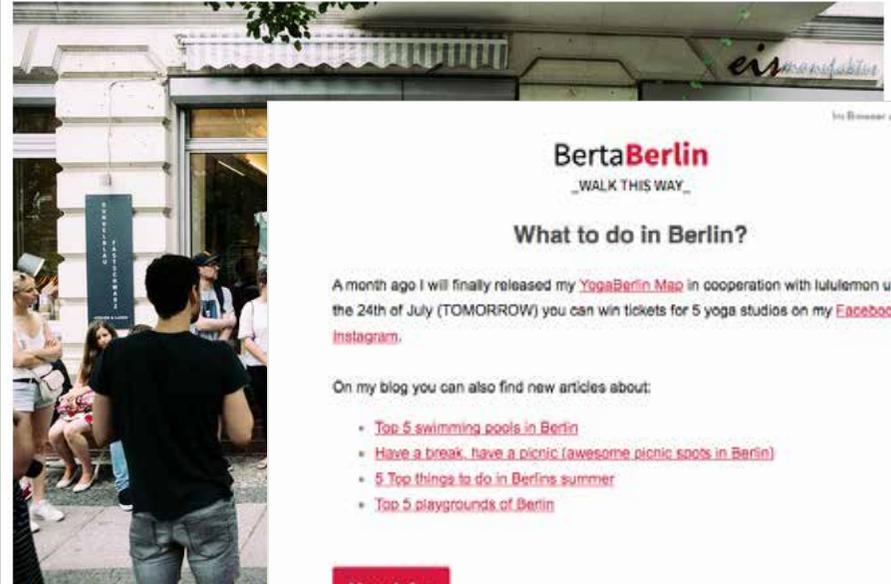
For long-term cooperation I offer discounts or customer-specific packages. I am looking forward to your concrete inquiry to [info@walk-this-way.de](mailto:info@walk-this-way.de). I will get back to you as soon as possible.

11. June 2018

### Architecture and Art Tour in Berlin Mitte

Just in time for the festival „Make City“ from the 14th of June until the 1st of July, Irina from the gallery aquabitArt and me designed an „Architecture + Art Walk“ in Berlin Mitte. The first tour will be on the **30th of June** and the second tour is on the **1st of July at 14:30**. On this walk you find the artsy gems in Berlin Mitte. Join us!

Book now



Architecture and Art Tour in Berlin Mitte

After organizing the [KiezWalk in](#) released a BertaBerlin map covering the [QueerBerlin Tour](#) – an **Architec**

#### About me

A born and bred Berliner, I also share Berlin walks and favourite spots. I have taken me into many hidden spots in Berlin - maybe we'll even discover some together!

**BertaBerlin**  
\_WALK THIS WAY\_

### What to do in Berlin?

A month ago I will finally released my [YogaBerlin Map](#) in cooperation with lululemon until the 24th of July (TOMORROW) you can win tickets for 5 yoga studios on my [Facebook](#) or [Instagram](#).

On my blog you can also find new articles about:

- [Top 5 swimming pools in Berlin](#)
- [Have a break, have a picnic \(awesome picnic spots in Berlin\)](#)
- [5 Top things to do in Berlins summer](#)
- [Top 5 playgrounds of Berlin](#)

[More Infos](#)

### Win some yoga classes

## CONTACT

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