

# Linie 5

## Media - Kit

Linie 5 -  
Discover the world  
with Heike Wolff



## About the travelblog

Take the No. 5 for your next trip. It's so easy to find a little adventure.

### Blog topics:

In the city – travel and discover the city on local transport lines with the No.5  
In the countryside – hiking and cycling on paths with the No.5  
Across the land – land trips/road trips on roads with the No.5



## In the city

I show my readers just how exciting city trips can be using the available public transportation and introduce them to tourist highlights, charming discoveries and insider tips. I take them to where the locals eat, drink, live and work, and even explore industrial areas and social hotspots. I like to get to know every aspect of the city.

A new focus is smart mobility – the combination of bus & train with bicycle, e-scooter or car sharing.

## In the countryside

I regularly report on interesting trails. My contributions are aimed at those who enjoy exploring trails both on bike and foot.

## Across the land

My #5 tours across the land encourage readers to take scenic trips and enchanting detours on their way to their vacation destination. I describe country roads that cannot be found in any travel guide.

## Blog statistics

Blog

[www.linie5.com](http://www.linie5.com)

Blogposts since 2017

< 200

Views

< 20..000 /monthly

Quelle: statify 2/2023

**You can also find me here:**

Facebook: [@linie5heikewolff](https://www.facebook.com/linie5heikewolff)

550 followers

Instagram [@heike\\_wolff](https://www.instagram.com/heike_wolff)

2.100 followers

Pinterest: [@linie5reiseblog](https://www.pinterest.com/linie5reiseblog)

52% Women | 47% Men

22% 25 – 44 years-old

22% 45 – 64 years-old

99% Germans



## Targed group

### Linie 5 is geared towards

- discoverers who appreciate new paths, addresses and products
- travelers who think they have seen it all before
- vacationers who travel consciously and want to see more than just the typical tourist attractions
- individual travelers seeking to explore cities on their own
- all those who are looking for a little time out and a microadventure
- all those who are on the road sustainably
- nature lovers



## About me

I am Heike, and Linie 5 is a very special project of mine. My passion for collecting “Line 5” started on my 50th birthday at a time when I was very involved with my job, family and parents, who were in need of care. Grand journeys were not feasible, so I looked for small escapes. Following the 5 is an adventure for me, which can be just as exciting in Nuremberg as it is in New York. My wish is to travel around the world over the next couple of years and to see where line 5 takes me.

*„I love to be on the road and discover new things. It's so easy to find a little adventure.“*

When I'm not traveling on line 5, I am immersed in the corporate world where I support company executives and marketing managers in developing communication strategies or writing website texts. I have been a freelance PR consultant for over 25 years ([www.das-projektbuero.de](http://www.das-projektbuero.de)), live in the Stuttgart region, am the mother of a teenager and a happy wife.

## Cooperation opportunities

Let's take a ride together?

- **Press/Blogger trips**

Are you organizing a press or blogger trip that offers the opportunity to explore the region or the city by public bus, tram or metro line 5? Invite me! I will report on my blog and my social media channels.

- **Tests and offers from transport companies**

Interested in testing a ticket offer or a new mobility app? I would be happy to do this for you and share my experience on the blog and social media channels.

- **Cooperation with local providers**

Is your hotel/restaurant located on a line or street bearing the number 5? Let's talk about a cooperation. Also of interest: transport cooperations or organized excursions and sightseeing.

- **Research support**

I am always looking for new hiking trails with the number 5. Inspire me and let me know which path featuring the number 5 is worth discovering in your area.

Under the heading Encounters, I introduce you to locals who have inspired me to think outside the box – maybe you know someone who lives on a line 5.

- **Guest contributions for your website**

You like my approach, but would rather describe a D4 or Metro line 8? That's excellent! You can commission me as an author for your blog or I can write an article for you. As an experienced PR consultant and journalist, I have the necessary tools for text and editing.

- **World travel tour 2023/24**

Individual Cooperation

#5aroundtheworld



## What my readers say

„Hello Heike, it's great to see what you've been up to on your line 5 adventures. The exciting stories are always a motivation to discover new things. Usually one might miss these things on line 5 because there are no tourist spots. But there is always something to discover.”

“Dear Heike, I felt as if I was riding on the bus with you. I'm so glad you had a chance to speak to Dennis. I find such a look behind the scenes or into the everyday life of bus drivers exciting.”

“How cool! I of course had to read your report about the night on the Norderney beach right away. On my next visit to the island, I will have a closer look at the beach huts.”

I am proud when complete strangers inquire on Sunday mornings asking if I can help them, ... the daughter has lost her purse along line 5 ....

**BLOGGER  
KODEX**



## My self-conception: credible and honest

Please note, my contributions always reflect my own opinion. The content of my contributions is exclusively up to me. Any cooperation is marked as advertising. Links are made as no-follow-links. I adhere to the Reiseblogger-Kodex [Travel Blogger Codex] and am a member of the German Journalists' Association.

## Contact

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