



romeing
YOUR ULTIMATE GUIDE TO ROME'S CULTURAL SCENE, EVENTS AND LIFESTYLE

MEDIA KIT



ABOUT ROMEING

Romeing is a free press, event and lifestyle magazine devoted to Rome and written entirely in English. An insider pocket-sized guide on how live like a local, including a listing of the latest and most diverse cultural and lifestyle events in and around Rome, a guide to the best locations and feature articles written by locals with secret insight for a vacation or for those considering moving to live in Italy. Romeing is an essential information tool that allows foreigners of every age and background to live Rome to the fullest.

KEY AUDIENCE

Our key audience are tourists and expats visiting or living in Rome. However, the quality and authenticity of our editorial content attracts an additional demographic of local Italian readers. This publication offers advertisers, institutions, local authorities, tourism companies, entrepreneur and retailers an opportunity to speak directly to an elusive, qualified audience with a high intent to purchase.

SOCIAL MEDIA



14K+



5K



13.5K



4.5K

EDITORIAL PROFILE

 EVENTS

 FOOD

 LIFESTYLE

 CULTURE

 NIGHTLIFE

 FEATURES



STATISTICS

USERS:
110,000 unique monthly users

SESSIONS:
150,000 monthly sessions

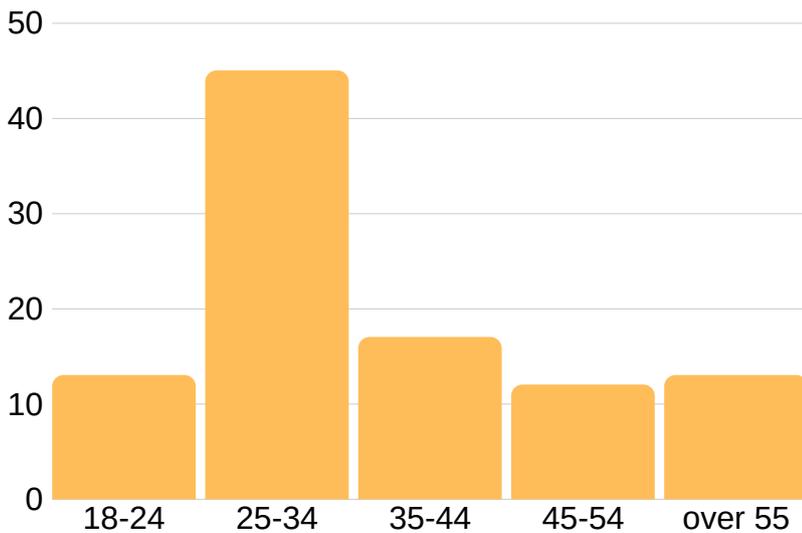
PAGEVIEWS:
220,000 monthly

ROMEING.IT – THE WEBSITE FOR FOREIGNERS

To ensure a greater accessibility and to reach those who prefer using multimedia tools (including smartphone and tablet), romeing.it has a daily agenda, blogs, reviews on best of Rome, classifieds, guided tours of Rome, newsletter and the possibility to read Romeing magazine online. We can proudly affirm that today our website is a valuable reference for all foreigners living and visiting Rome.

AUDIENCE & DEMOGRAPHICS

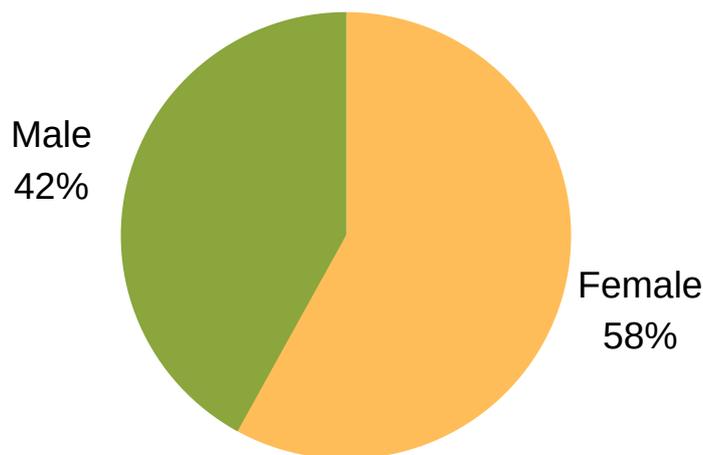
AGE



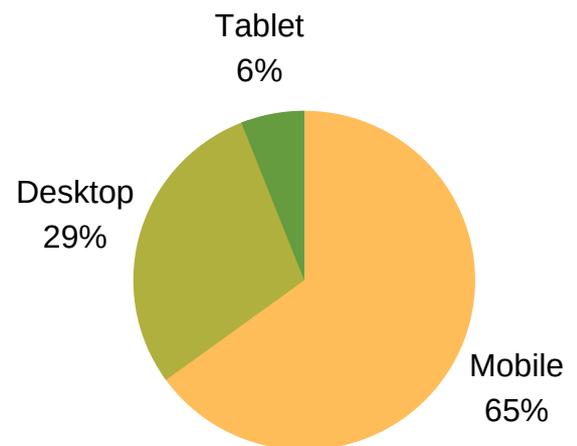
TOP 10 COUNTRIES

- **ITALY** (35%)
- **USA** (17%)
- **UK** (10%)
- **GERMANY** (5%)
- **CANADA** (<5%)
- **AUSTRALIA** (<5%)
- **FRANCE** (<5%)
- **NETHERLANDS** (<5%)
- **ISRAEL** (<5%)
- **SWEDEN** (<5%)

GENDER



DEVICES



TARGET & MISSION: DO AS THE LOCALS DO

Our target market consists of the millions of tourists who visit Rome each year, the foreigners who live here, and Italians who are interested in culture, music and nightlife. Romeing, written in the most widely spoken language in the world, is an easy-to-use tool, guaranteed to satisfy readers' needs in what can be quite an overwhelming city for those not in-the-know. We want to share with our readers the full potential of the city, allowing them to be in the right place at the right time all with a user-friendly tool. The widespread distribution ensures maximum availability and effectiveness of the magazine.

ROMEING MAGAZINE

YOUR ULTIMATE GUIDE TO ROME'S CULTURAL SCENE, EVENTS AND LIFESTYLE

THE PRINT MAGAZINE



DISTRIBUTION

200 pick-up points and 30,000 monthly copies distributed in:

HOTELS

MUSEUMS

UNIVERSITIES

RESTAURANTS

BAR/CLUBS

EMBASSIES/FAO

INSIDE THE ISSUE

Every month there are categories of rich and quality content on topics of international interest and tourism. Intimate reviews of restaurants, shops, bars and clubs help our readers in not only choosing the best but finding the secret spots known only to locals. This potent combination of user friendly event listings and original lifestyle columns is created by our staff of professional journalists and experts in PR and events.

MUST-SEE

Visit the grand palaces of Rome

Political headquarters, embassies, papal residences... Rome's grand palazzi have a long, colorful history, filled with priceless works of art. We've organized a list of four must-see palaces in the city, and why they are worth visiting.



Palazzo Colonna
Via della Pilotta, 21
Sat 10am - 4.15pm
Private tours on request daily
Entry: €10 - 12

The palace and gallery belong to the Colonna family, one of the oldest noble families in Rome. A gem of Baroque art, the Palace contains works by Pinturicchio, Cosimo Tura, Carracci, Guido Reni, Tintoretto, Salvator Rosa, Ercolano, Guercino, Veronese, Verulini.



Palazzo Barberini
Via delle Quattro Fontane, 12
Tue-Sun 8.30am - 7pm
Entry: €2 - 12

Built in 1540, Palazzo Barberini is not just a classic example of an immense royal Roman palace; it is the home of the National Gallery of Ancient Art, which contains one of Italy's most renowned painting collections (Raphael, Caravaggio and Holbein line the walls.)

VISIT THE GRAND PALACES OF ROME

Galleria Pamphili
Via del Corso, 3015
Daily 9am - 7pm
Entry: €8 - 12

Owned by the Pamphili family, the palace exhibits some of the most magnificent pieces of artwork, sculpture and decor from Caravaggio to Bernini, from Botticelli to Mengoni and many others.

Villa Farnesina
Via della Lungara, 390 (Trastevere)
Wed - Mon 10am - 7pm
Entry: €22 - 15

Between the stylish neighbourhood of Trastevere and the enchanting Botanical Garden yet another fabulous love story is waiting to be discovered. It is here in the Villa Farnesina that the great artist Raphael painted the famous frescoes of Amor and Psyche in the workshop in the early years of the sixteenth century.




DRINKING



ANODEI
ITALIAN WINE BAR AND RESTRO
Via Principe Amedeo, 20 (Caputini)
Daily 10am - 12am
06 4821708
info@anodei.it
@ anodeiroma

Your neighborhood grocer is transformed into a Bistrot à l'Anodei. At this intimate eatery you can purchase high-quality Italian wines to take home with you. Diners can stop in to enjoy warm or cold dishes prepared with only the choicest of ingredients. Absolute not to miss are the Roman pizza, DOP Protected Designation of Origin cold cuts, mozzarella DOP slices of government salami (accompanied by the stuffed pizza bianca), salami, carpaccio meats, and Fassona beef tartare, as well as dishes prepared on the spot, such as eggplant parmesan, lasagna, beef strips marinated in red wine, and meatballs in tomato sauce. Standout desserts include cannucco cookies served with vin santo dessert wine, peachies to go up with Chianti rosso, a variety of pias, and, of course, tiramisu.

After work, indulge in a glass of hearty red paired with their fabulous cured meats and cheese boards for aperitivo (but not to worry beer lovers, there's also a great selection of Italian craft beers to choose from!) Or better yet, stop by for lunch and dinner for quality dishes and ingredients coming from the best Italian producers. And if you feel like shopping by after dinner, Anodei will be there to greet you.

DRINKING

IL MARCHESE
Via di Ripetta, 167
Caputini District
Daily 12pm - 1am
06 48214872
ilmarcchese.com
@ ilmarccheseoma

BUKOWSKI BAR
Via dei Grimaldi, 25 (Prati)
Caputini District
Daily 12pm - 1am
06 48214872
bukowskiroma.com
@ bukowskiroma

BIRRERIA DI EATALY
Piazza di Ottaviano, 1487
Caputini District
Daily 8am - 7pm
06 48077013
@ eatalyroma

Step inside Europe's first Anuro bar with more than 500 Italian Anuro labels. Captured by the mixology guru Matteo Zedi, Il Marchese's cocktail list is entirely based on latters. The menu is divided into 3 sections: Imito (Negroni & American Style Cocktails, Signature & Seasonal, and Unforgettable & Great Classics). To pair food with your drinks, stop by from 8.30pm - 9.30pm to indulge in aperitivo, where on Tuesdays from 8pm-10pm you'll be welcomed by a DJ set and violin or piano. The must-try cocktail? The Mikamuro punch!

Vintage finds, bohemian Roman style decor, a library of books and pop culture references will certainly appeal to your senses. Dishes to follow, Bukowski and even Star Wars, are carefully placed throughout while art shows grace the walls. For entrees one might get prosciutto and funarus, go for a sandwich, their apical tartares or an especially gracious list of salads. The highlight? Bukowski Bar offers twelve different kinds of aperiti. And wine lovers, go for the good stuff with Bukowski's wine selection of Italy's best.

Beer lovers, get yourself to Eataly's Birreria to choose from a selection of 400 craft beers and taste Eataly's very own craft beer (yes, Eataly has its own in-house brewery, and it produces 50,000 liters of beer per year). The coolest part? The beer flows directly from the brewery's tanks into the beer taps that line the bar. But hey, a good beer needs to be paired with some good food. I'm talking about juicy hamburgers and golden fries. Or better yet, why not go with Eataly's pizza al gasidotto? Fluffy and crispy at the same time. Not into pizza? Not to worry. The Birreria's menu is complete with a selection of meat, seafood and pasta dishes too.

THE E-COMMERCE WEBSITE: INDIVIDUALS & GROUPS



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ROMEING.IT/SHOP – EXPERIENCES & TOURS

After almost 10 years in the business, Romeing has opened a new chapter – the Romeing shop – where apart from reading about Rome, visitors can also purchase their perfect tour, experience and 100% made-in-Italy products. From private tours and group tours, to experiences and airport transfers, Romeing offers its readers and clients the most stress-free and enjoyable experiences the Eternal City has to offer!