



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 Florence 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 and Florence, a guide to the best locations and feature articles written by locals with secret insight for a vacation or for those considering moving to Italy. Romeing is an essential information tool that allows foreigners of every age and background to live Roma & Firenze 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



15.3K



5K+



15.8K



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.

IL MAGAZINE ONLINE



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ROMEING.IT/IT – IL SITO WEB PER GLI ITALIANI

Il sito web di Romeing in italiano, che si rivolge principalmente ai turisti in visita a Roma e agli expat che vi risiedono, ma l'utilità dei contenuti editoriali garantisce un continuo ed esteso utilizzo del prodotto anche da parte di lettori italiani. Una guida tascabile e gratuita alle location più trendy ed un'agenda completa e sempre aggiornata di tutti gli appuntamenti ed eventi di cultura e tempo libero in programma a Roma e dintorni.

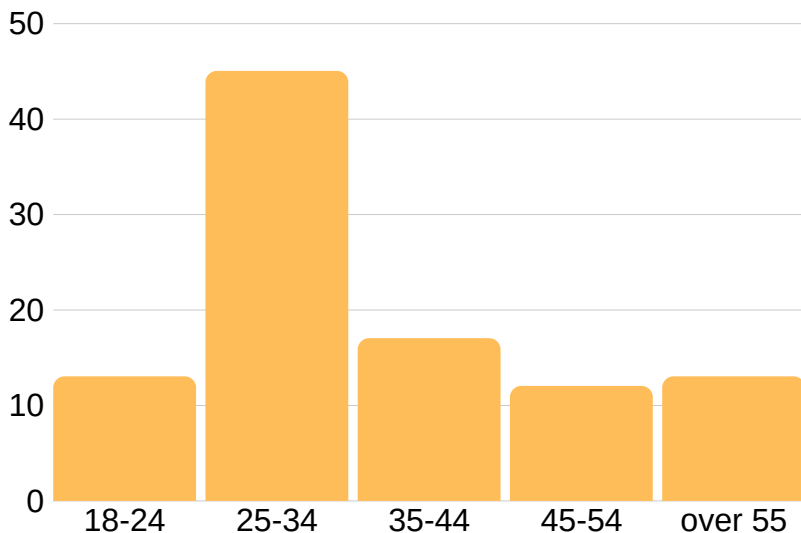


ROMEING.IT/FLORENCE – THE WEBSITE FOR FOREIGNERS

Romeing Firenze is an online event and lifestyle magazine devoted to Florence and written entirely in English. It's a website dedicated to tourists and expats visiting or living in Florence. We publish feature articles written by locals with secret insight for your vacation or for those considering moving to Italy. From the best restaurants to dine in to the up-and-coming bars, from the most charming places to explore in Tuscany to the best day spas to relax, we've got you covered with our guides on discovering Florence.

AUDIENCE & DEMOGRAPHICS

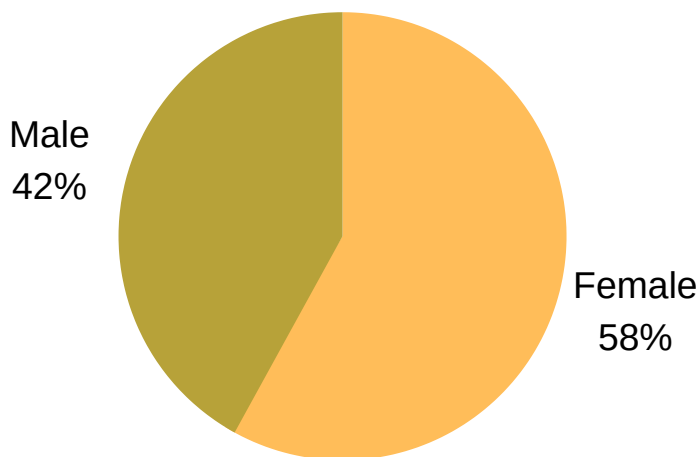
AGE



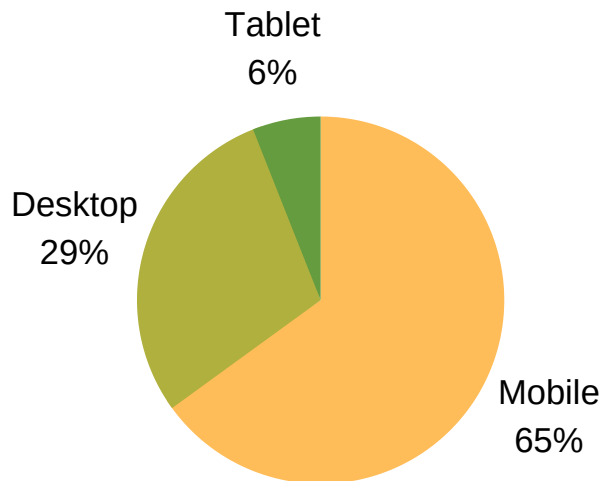
TOP 10 COUNTRIES

- **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 and Florence 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 these cities, 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

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THE PRINT MAGAZINE



DISTRIBUTION

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

HOTELS

MUSEUMS

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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 palazzi in the city, and why they are worth visiting.



Palazzo Colonna

Via della Pilotta, 21
Sat - Sun - 11.15pm
Private tours on request daily
Entry: €10 - 12

The palazzo and galleries belong to the Colonna family, one of the oldest noble families in Rome. A gem of Baroque art, the Palazzo contains works by Pinturicchio, Cosimo Tura, Carracci, Galileo Banti, Tizianelli, Salvador Rosa, Bernini, Guercino, Veronese, Verulini.



Palazzo Barberini

Via delle Quattro Fontane, 43
Tue - Sun 8.30am - 7pm
Entry: €2 - 12

Built in 1549, Palazzo Barberini is not just a classic example of an massive regal 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.)

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AMODEI ITALIAN WINE BAR AND BISTRO

Via Principe Amedeo, 21 (Esquilino)
Daily 10am - 12am
06 4827939
@amodeioroma

Your neighborhood grocer is transformed into a bistro at Amodei. 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. Absolutely not to miss are the Roman pizza, DOP (Protected Designation of Origin) cold cuts, mozzarella DOP, slices of gougernasse salami (accompanied by the stuffed pizza bianca), salads, carpaccio meats, and Fassona beef tartare, as well as dishes prepared on the spot, such as eggplant parmigiana, lasagna, beef strips marinated in red wine, and meatballs in tomato sauce. Standout desserts include cantucco cookies served with vin santo dessert wine, peaches in syrup with Chantilly cream, a variety of pies, and, of course, tiramisu. After work, indulge in a glass of hearty red paired with their fabulous cured meats and cheese boards for aperitivo. (And 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 dropping by after dinner, Amodei will be there to greet you.



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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, sculptures and décor from Caravaggio to Bernini, from Velázquez to Tiziano, from Raffaello to Mantegna and many others.

Villa Farnesina

Via della Lungara, 230 (Trastevere)
Wed - Mon 10am - 7pm
Entry: €12 - 15

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



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DRINKING

IL MARCHESE

Via di Ripetta, 162
centro storico
Daily 12pm - 1am
06 64766109
@ilmarcheseroma



BUKOWSKI BAR

Via dei Condottieri, 25 (Pasta)
Daily 12pm - 2am
06 64766109
@bukowskibarroma



BIRRELLA DI ESTASY

Piazza XI Ottobre, 1482
Centro
Daily 8am - 12am
06 50775011
@estasyroma



Step inside Europe's first Anuro bar with more than 500 Italian Anuro labels. Captivated by the mixology guru Matteo Zerli, Il Marchese's cocktail list is entirely based on bitters. The menu is divided into 3 sections: Twist on Negroni & American Style Cocktails, Signature & Seasonal, and Unforgettable & Great Classics. To pair food with your drinks, drop by from 6.30pm - 9.30pm to indulge in aperitivo, where on Tuesdays from 6pm-9pm you'll be welcomed by a DJ set and violinist or piano. The must-by cocktail? The Mikamaro punch!

Vintage finds, bohemian Roman style décor, a library of books and pop culture references will certainly appeal to your senses. Odes to Fellini, Bukowski and even Star Wars, are carefully placed throughout while art shows grace the walls. For entries one might get prosaic and humorous, go for a sandwich, their special tartares or an especially gracious list of salads. The highlight? Bukowski Bar offers twelve different kinds of spirit! And wine lovers, go for the good stuff with Bukowski's wine selection of Italy's bestest.

Beer lovers, get yourself to Estasy's Birrella to choose from a selection of 400 craft beers and taste Estasy's very own draft beer (yes, Estasy has its own in-house brewing, and it produces 50,000 liters of beer per year). The coolest part? The beer flows directly from the brewer's tank 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 Estasy's pizza al padella? Fluffy and crispy at the same time. Not into pizza? Not to worry. The Birrella's menu is complete with a selection of meat, seafood and pasta dishes too.

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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 and Florence, 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 Italy has to offer!