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**

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THE ONLINE MAGAZINE

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 adfirm that today our website is a valuable reference for all foreigners living and visiting Rome.

ROMEING.IT/IT

LA GUIDA DI ROMA PER GLI ITALIANI

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 ONLINE MAGAZINE


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 your covered with our guides on discovering Florence.

ROMEING.IT

AUDIENCE & DEMOGRAPHICS

AGE
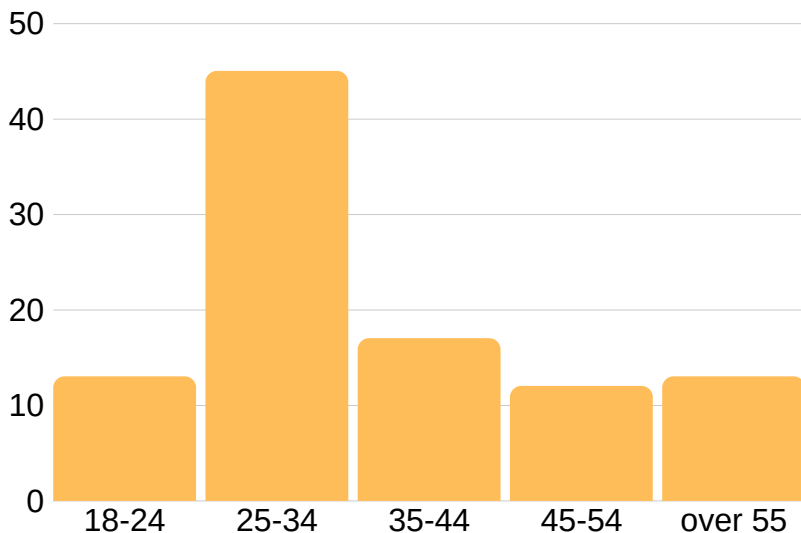
TOP 10 COUNTRIES

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

GENDER

Male 42%

Female 58%

DEVICES

Tablet 6%

Desktop 29%

Mobile 65%
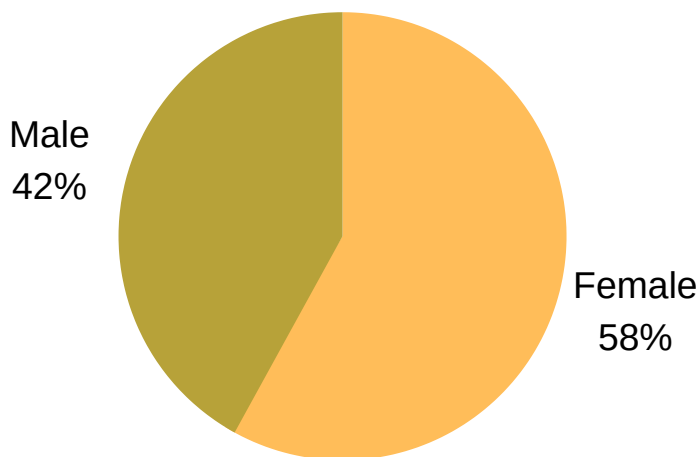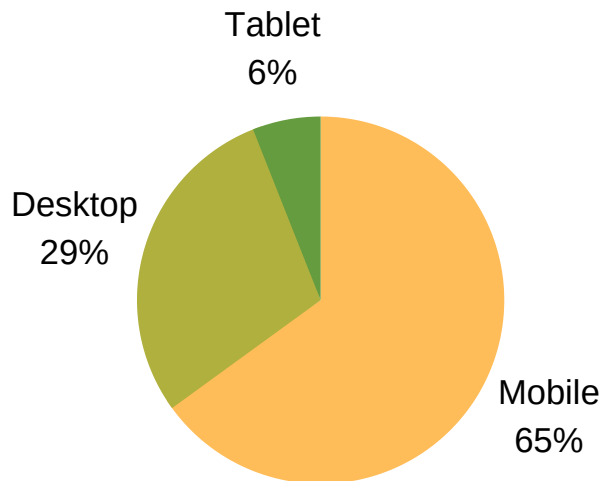
TARGET & MISSION: DO AS THE LOCALS DO

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.

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THE PRINT MAGAZINE

DISTRIBUTION

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

HOTELS

MUSEUMS

UNIVERSITIES

RESTAURANTS

BARS/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.

ROMEING.IT/SHOP

SHOP TOURS, AIRPORT TRANSFERS & EXPERIENCES

THE E-COMMERCE WEBSITE: INDIVIDUALS & GROUPS

WHAT WE OFFER

TOURS/DAY TRIPS:
private tours as well as day trips

EXPERIENCES:
unique experiences in and around Italy with trusted partners

AIRPORT TRANSFERS:
luxury airport transfers for individuals and tours

CUSTOM TRAVEL PLANNING:
private and group tours as well as day trips

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!