



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



18.5K



5K+



16.6K



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.

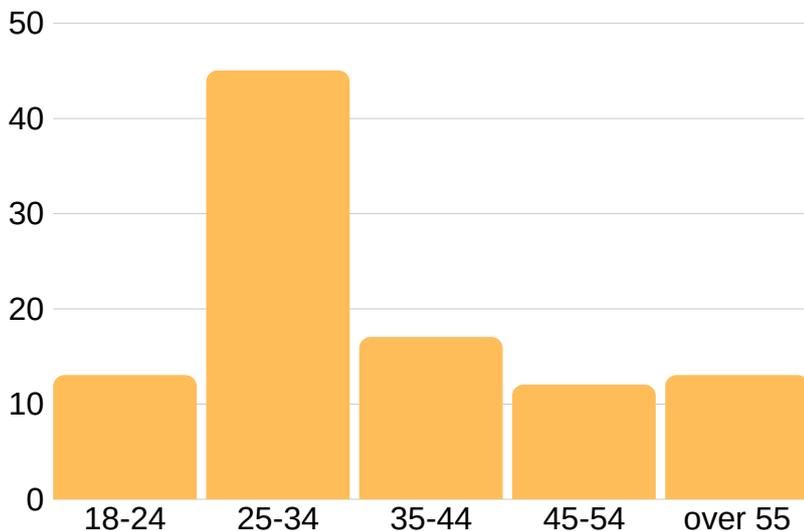


ROMEING.IT/FLORENCE – THE WEBSITE FOR FOREIGNERS

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

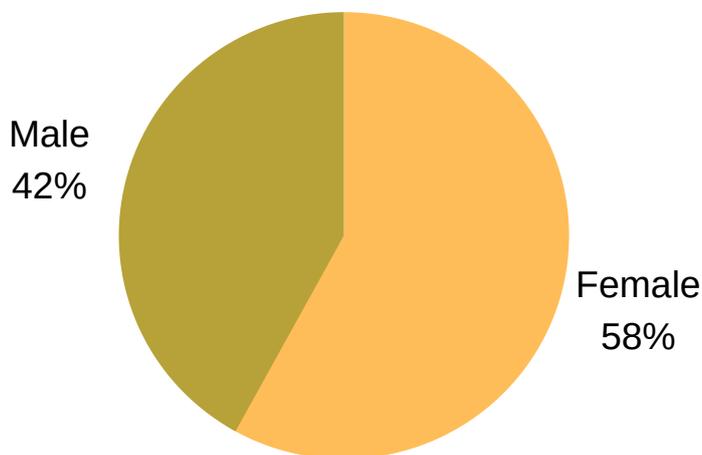
AGE



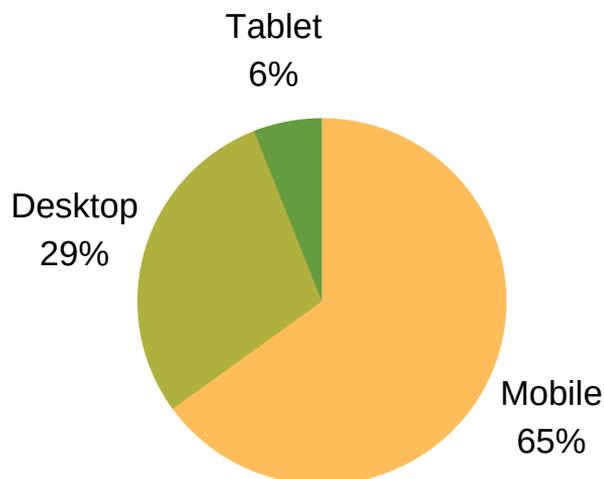
TOP 10 COUNTRIES

- **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

romeing
www.romeing.it

THIS ISSUE
THE BEST-OF-THE-BEST COCKTAIL ESTABLISHMENTS
THEN & NOW: ROME'S CINEMATIC FEST
THE BEST EVENTS IN ROME THIS AUTUMN
MAAM - THE MUST-SEE MUSEUM

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

September 2019

DISTRIBUTION

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

HOTELS

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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
Historical 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, 27
Sat 9am - 2.45pm
Private tours on request daily
Entry: €20 - 22

The palazzo and gallery belong to the Colonna family, one of the oldest noble families in Rome. A gem of Baroque art, the Palazzo contains works by Pinturicchio, Correggio, Luca Caracciolo, Guido Reni, Tintoretto, Salvator Rosa, Bernini, Guercino, Veronesi, Verulho.

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

Built in 1549, 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 the Younger).

VISIT THE GRAND PALACES OF ROME

Galleria Pamphili
Via del Corso, 305
Daily 9am - 7pm
Entry: €8 - 12

Owned by the Pamphili family, the palace exhibits some of the most magnificent pieces of art, sculptures and décor from Caravaggio to Bernini, from Velázquez to Tiziano, from Ferruccio to Monty and many others.

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

Between the stylish neighborhood 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 young artist Raphael painted the famous Procession of Anna and Psyche in his workshop in the early years of the sixteenth century.

DRINKING

AMODEI
ITALIAN WINE BAR AND BISTRO
Via Principe Amedeo, 23 (Esquilino)
Daily 7pm - 12am
@ amodeiroma

Your neighborhood grape is transformed into a libretto at Amodoi. 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 finest of ingredients. Absolutely not to miss are the Panzan pizza, DOP Protected Designation of Origin cold cuts, mortarelli (DOP, slices of goat-meat satsumi (accompanied by the stuffed pizza bianca), sarde, carpaccio meats, and Fasson's beef tartare, as well as dishes prepared on the spot, such as eggplant parmigiana, lasagna, beef shigs, marinated in red wine, and mortarelli in tomato sauce. Street food desserts include carpaccio stacks served with vintage dessert wine, gelato in aglio with Chantilly cream, a variety of pasta, and, of course, tiramisù.

After work, indulge in a glass of hearty red paired with their fabulous cured meats and cheese boards for aperitivo. Just not to worry beer lovers, there is 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, Amodoi will be there to greet you.

DRINKING

IL MARCHESE
Via di Ripetta, 162
Open 24/7
Daily 12pm - late
@ ilmarcheseroma

Stop inside Europe's first Amaro bar with more than 500 Italian Amaro liqueurs. Crafted by the mixology guru Matteo Zed, Il Marchese's cocktail list is mainly based on liqueurs. The menu is divided into 3 sections: 'Meet on Agostoni', 'American Style Cocktails', 'Signature & Seasonal', and 'Unforgettable & Great Classics'. To pair food with your drinks, stop by from 6:30pm - 9:30pm to indulge in aperitivo, where on Tuesdays from 8pm-10pm you'll be welcomed by a DJ and vinyl or piano. The mixology punch!

BUKOWSKI BAR
Via di Ombrione, 25 (Piazza)
Daily 12pm - late
@ bukowskibarroma

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 more. Star Wars, are carefully placed throughout, while art shows grace the walls. For refresh one might get prosolito and harmonica, go for a nachos, their special tartare or an especially gracious list of salads. The highlight? Bukowski Bar offers a wide variety of craft beer for the good stuff with Bukowski's wine selection of this bar.

BIRRERIA DI EATALY
Piazza di Ottavio, 1482
Open 24/7
Daily 9am - 12am
@ birraeriaeataly

Beer lovers, get yourself to Eataly's Birreria to choose from a selection of 400 craft beers, and taste Eataly's very own draft beer 'Yes, Eataly 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 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 di passione? 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 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!