



romeing

WWW.ROMEING.IT

MEDIA

KIT



ABOUT ROMEING

/01



A digital media ecosystem connecting brands with high-intent travelers, locals and expats in Rome & Florence.



Romeing is a digital lifestyle magazine and media platform dedicated to Rome and Florence founded in 2010.

We create content that helps travelers, locals, expats, and international audiences experience the cities authentically from food and culture to events, neighborhoods, and hidden gems.

Combining editorial storytelling, high-quality visual content, and a strong digital distribution network across websites, social media, newsletter and online publications we reach audiences both before and during their stay in Italy.



OUR ECOSYSTEM

/02



44K+
FOLLOWERS



18K+
FOLLOWERS



140K+
MONTHLY SESSIONS



14K+
FOLLOWERS



5K+
FOLLOWERS



2K+
SUBSCRIBERS



2.5K+
SUBSCRIBERS



49K+
MONTHLY VIEWS



WEBSITES

Romeing benefits from strong and stable Google rankings, appearing consistently on the **first page of search results** for a wide range of high-intent queries related to Rome, including:

- Things to do in Rome
- Best restaurants in Rome
- Events in Rome
- Neighborhoods and local experiences

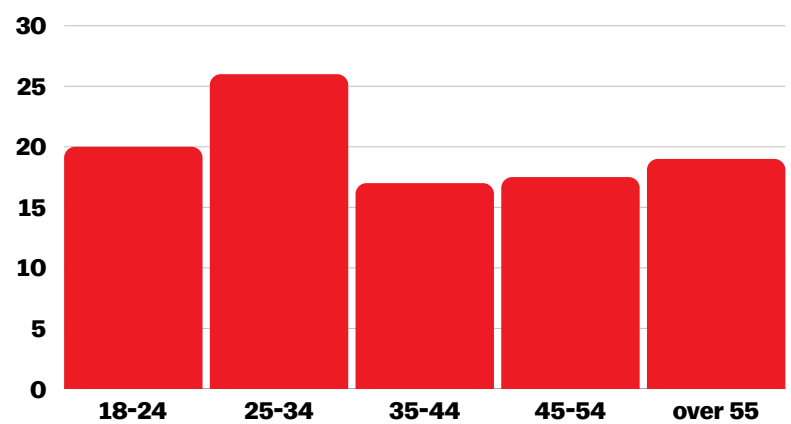
This organic visibility guarantees **long-term exposure** and a continuous flow of qualified traffic, reaching users exactly at the decision-making stage of their journey.

AUDIENCE & DEMOGRAPHICS

GENDER



AGE



TOP 10 COUNTRIES

- ITALY (50%)
- USA (21%)
- UK (9%)
- GERMANY (5%)
- POLAND (<5%)
- CANADA (<5%)
- FRANCE (<5%)
- NETHERLANDS (<5%)
- AUSTRALIA (<5%)
- CHINA (<5%)

WEBSITES STATISTICS

120K+UNIQUE MONTHLY
USERS**140K+**MONTHLY
SESSIONS**270K+**MONTHLY PAGE
VIEWS



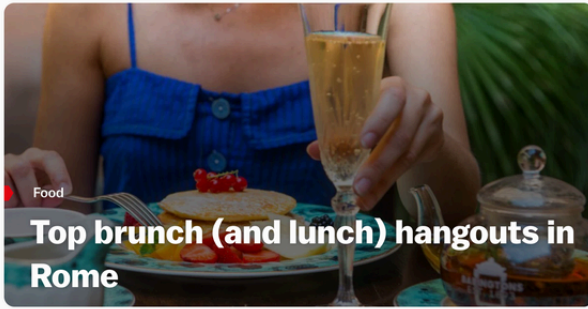
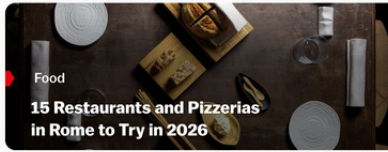
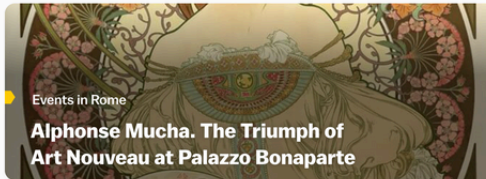
Let us take you to Rome.

Visit our Shop

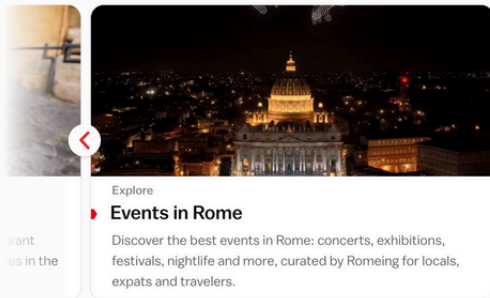


Plan your trip ▾ Events ▾ Things to See and Do ▾ Food & Restaurants Drinks & Nightlife Lifestyle ▾

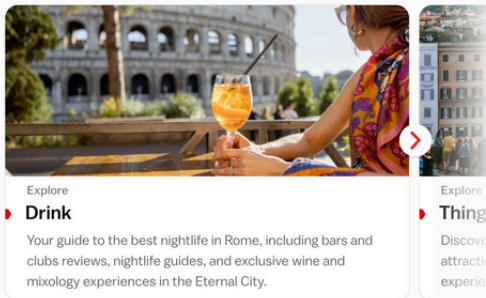
Magazine 🔍

Food
Top brunch (and lunch) hangouts in RomeFood
15 Restaurants and Pizzerias in Rome to Try in 2026Events in Rome
A Guide To The Best Events In January 2026 in RomeDrink
THRoof – A Panoramic Terrace in BarberiniEvents in Rome
Alphonse Mucha. The Triumph of Art Nouveau at Palazzo Bonaparte

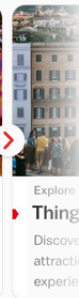
Explore categories

Explore
Events in Rome

Discover the best events in Rome: concerts, exhibitions, festivals, nightlife and more, curated by Romeing for locals, expats and travelers.

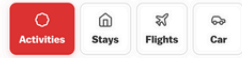
Explore
Drink

Your guide to the best nightlife in Rome, including bars and clubs reviews, nightlife guides, and exclusive wine and mixology experiences in the Eternal City.

Explore
Things

Discover attractions and experiences in Rome.

Book your Activities



Where:

Select destination ▾

Type of activities:

First select a destination ▾

Search activities >

Latest Articles

Events in Rome

Any Given Monday (AGM): Rome's Legendary Monday Night Party Since 2009

Events in Rome

A Guide To The Best Events In February 2026 In Rome

Hot Topics / News

Rome will charge €2 for close-up access to the Trevi Fountain from 1 February 2026 – here's what changes

Food

Top brunch (and lunch) hangouts in Rome

ROMEING.IT

BILINGUAL ROME MAGAZINE

Romeing speaks to travelers, expats and locals seeking authentic, non-generic experiences, curated from a local perspective.

Rome website represents the core hub of Romeing's digital ecosystem and the primary discovery and decision-making platform for international visitors planning or experiencing the city.

- **Bilingual Reach:** Engaging international travelers (EN) and trend-setting locals (IT).
- **3.3k Daily Visits**
- **Target:** travellers, expats, locals

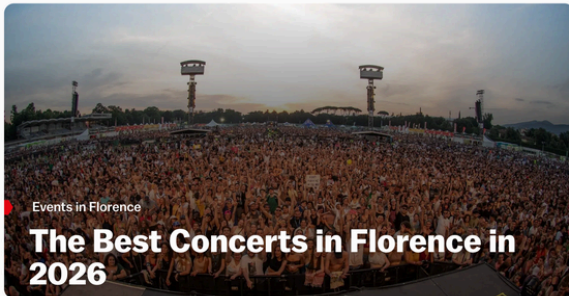


Let us take you to Florence.

Visit our Shop



Plan your trip ▾ Things to See and Do ▾ Events ▾ Food & Restaurants ▾ Drinks & Nightlife ▾ Lifestyle ▾



Events in Florence

The Best Concerts in Florence in 2026



Things to See and Do in Florence

10 Must Sees in Florence's Uffizi Gallery



Events in Florence

The Patron Saint of the Belle Epoque: Henri de Toulouse-Lautrec



Things to See and Do in Florence

How to see Florence in a day



Drinks & Nightlife

The Best Bars in Florence

Explore categories



Explore

Things to See and Do in Florence

Discover the best things to see and do in Florence, from must-see sights and museums to neighbourhood walks, and viewpoints across the city.



Explore

Stay

Discover where to stay in Florence with our neighbourhood guides, hotel recommendations and practical tips.



Explore

Lifestyle

From fast salons and feel good

Book your Activities

Activities
 Stays
 Flights
 Car

Where:

Type of activities:



Latest Posts

Events in Florence

The Best Concerts in Florence in 2026



Events in Florence

Firenze Rocks 2026 is ready to roll with Lenny Kravitz, Robbie Williams, and The Cure!



ROMEING.IT/FLORENCE

FLORENCE MAGAZINE

Romeing Florence targets international travelers looking for curated cultural experiences and insider recommendations beyond standard tourist guides.

The Florence website is a focused, English-language platform designed to support travelers during the planning phase and on-site discovery, offering high-quality editorial content tailored to a culturally driven audience.

- Website in English
- 600 Daily Visits
- Target: travellers, expats



Discover the best tours and Experiences in Rome, Florence and Italy

From food tastings to guided walks, book unforgettable activities handpicked for curious travelers.

Search for a place or activity



Main attractions



ROMEING.IT/SHOP

TOURS & EXPERIENCES

After more than 10 years in the business, Romeing has opened a new chapter: the Romeing shop.

Our Romeing Shop is also a great channel for tour and experience providers who want to resell their activities on additional tourism platforms.

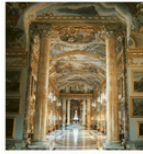




MUST-SEE

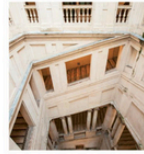
Visit the grand palaces of Rome

Political headquarters, embassies, papal residences... Rome's grand palazzi have a long, colorful history filled with precious 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 delle Piłotte, 27
Sat 9am - 4:30pm
Private tours on request daily
Entry: €10 - 12

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, Cosmè Tura, Carracci, Guido Reni, Tintoretto, Salvator Rosa, Bronzino, Guercino, Veronese, Verulini.



Palazzo Barberini
Via delle Quattro Fontane, 13
Tue-Sun 9:30am - 7pm
Entry: €2 - 12

Built in 1549, Palazzo Barberini is not just a classic example of an massive regal Roman palace: it is the house 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, 7b (Esquilino)
Daily 11am - 12am
06 4821138
@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 goosemeat salami (accompanied by the stuffed pizza bianca), salads, carpaccio meats, and Fassos beef tartare, as well as dishes prepared on the spot, such as eggplant parmesan, lasagne, beef strips marinated in red wine, and meatballs in tomato sauce. Standout desserts include cartuccia cookies served with visciano dessert wine, paches in syrup with Chianti cream, a variety of pies, and, of course, tiramisù.

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 dropping by after dinner, Amodei will be there to greet you.

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VISIT THE GRAND PALACES OF ROME

Galleria Pamphij

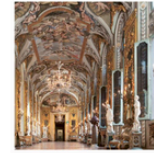
Via del Corso, 305
Daily 9am - 7pm
Entry: €8 - 12

Owned by the Pamphij family, the palace inhabits some of the most magnificent pieces of art from the sculptures and décor from Caravaggio to Bernini, from Raffaello to Mengoni 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 forbidden 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.



ROMEING | 25



IL MARCHESE

Via di Ripetta, 162
Cinema Storico
Daily 12pm - 1am
06 5075887
@ilmarcheseroma

Step inside Europe's first Art Deco bar with more than 500 Italian Amaro labels. Captained by the mixology guru Matteo Cedi, 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 drink, stop by from 6:30pm - 9:30pm to indulge in aperitivo, where on Tuesdays from 6pm-8pm you'll be welcomed by a DJ set and violist or piano. The must-try cocktail? The Mikamoro punch!



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BIRRERIA DI EATALY

Piazza di Ottavio, 1482
Cinema Storico
Daily 9am - 12pm
06 5075887
@eatalyroma

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 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 paddle? 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.

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ROMEING MAGAZINE

ROMEING ONLINE MAGAZINE

Romeing also publishes a monthly digital magazine, distributed online via our newsletter and publishing platforms such as Yumpu.

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.



SOCIAL MEDIA

Romeing is also active across multiple social platforms including:

- [Instagram](#)
- [Facebook](#)
- [Tiktok](#)
- [Youtube](#)
- [Pinterest](#)

They are designed to inspire users and guide them toward concrete actions: visiting places, attending events, and discovering brands.



INSTAGRAM INSIGHTS



romeing_magazine
Instagram



2333

TOTAL POSTS

44.078

FOLLOWERS

1952

FOLLOWING

Profile Growth & Discovery

See how @romeing_magazine performed over 90 days in the reporting period.

2970 +7%

NEW FOLLOWERS ⓘ

2.280.915

VIEWS ⓘ

Engagement: Industry Comparison

Compare data from @romeing_magazine with other Travel & Tourism profiles with a similar number of followers.

@romeing_magazine

A profile in the Travel & Tourism industry with 44078 followers.

✓ Above average

2.7%

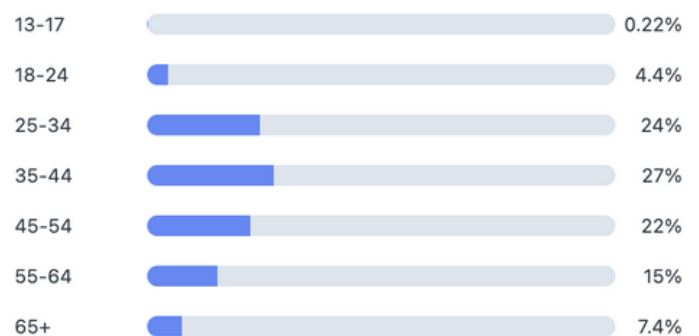
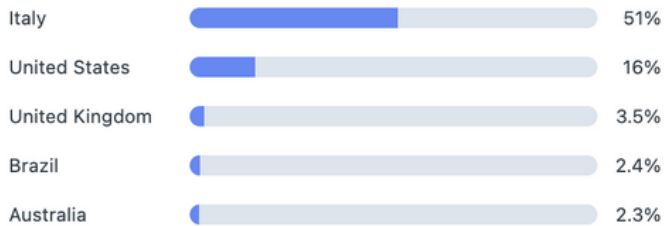
AVERAGE ENGAGEMENT ⓘ

Travel & Tourism

Data from industry profiles with a similar number of followers.

0.88%

AVERAGE ENGAGEMENT ⓘ



■ Female 53%
 ■ Male 27%
 ■ Prefer Not To Say 20%



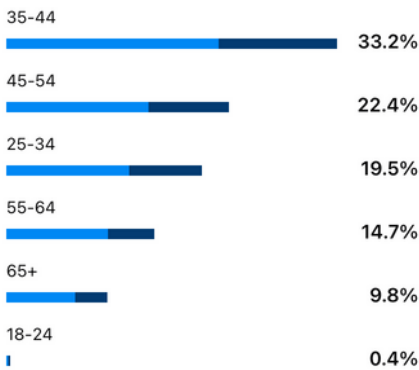
FACEBOOK INSIGHTS

70.186 ENGAGEMENT	1.712.401 PAGE MEDIA VIEWS	1.436.568 REACH
18.729 PAGE FOLLOWERS	6133 PAGE VIEWS	27.167 REACTIONS

Età e genere ⓘ

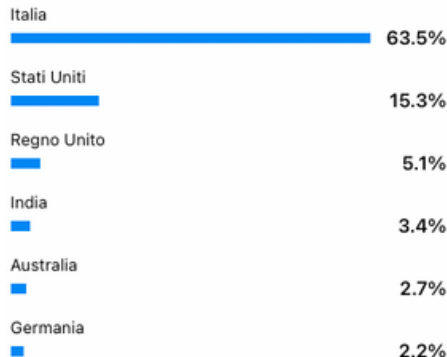
Dall'inizio

● Donne ● Uomini ● Sconosciuto



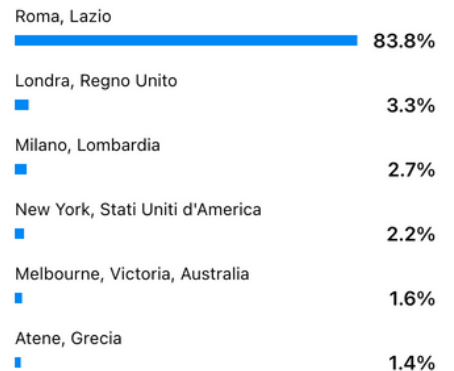
Paese ⓘ

Dall'inizio



Città ⓘ

Dall'inizio



11.435

Reazioni ⓘ



733

Commenti ⓘ



1715

Condivisioni ⓘ

Gruppo di Romeing

Rent in Rome

🌐 Gruppo Pubblico · Membri: 35.879



ADVERTISEMENT

/03

We offer offers advertisers, institutions, local authorities, tourism companies, retailers and hospitality proprietors, an opportunity to reach a highly targeted audience of travelers, expats, and locals through our diverse media channels.

Whether you're looking for long-form authority in our magazine or instant engagement on social media, we provide the perfect stage for your brand.

Explore our partnership opportunities below.



Home » Events in Rome

Alcazar Live


December 1, 2025 by Federica Rustico

[f](#)
[X](#)
[p](#)
[w](#)
[v](#)

Live music, food, drinks in Trastevere

Alcazar Live – Trastevere's ex movie theater – has cemented itself as one of Rome's most frequented venues. Its now renown concept of merging entertainment with live music performances keeps on leaving its mark on Roman movida.

A venue where music and art come together to create an energetic space in the heart of Rome. Get ready for their jam-packed live music sessions – without missing out on entertainment, good food and drinks.



Live Music, Dj-set, Stand Up Comedy and Special Formats

On stage, international bands and projects take turns alongside new voices from the soul, funk, R&B, jazz and electronic scenes. Over the years, artists such as PJ Morton, Masego, Judith Hill, Keifer, Becca Stevens, Kassa Overall, Judi Jackson, Pino D'Angiò, Alan Sorrenti, Mind Enterprises, Aaron Taylor and many others have performed here, helping to make Alcazar one of the liveliest clubs in the city. On Fridays and Saturdays concerts by international and Italian soul, R&B, funk artists fill the stage as well as disco and house dj-sets. The night goes on till the after-hours as the place transforms itself into a dance floor.

Alongside live shows and DJ sets, the programme also features stand-up comedy nights and special formats such as Alcazar Comedy Club, UNDERDOGS and Impreparati, with events that often continue into the early hours of the morning.

Book your Activities

Activities
Stays
Flights

Where:

Type of activities:

Search activities >

Latest Articles

Events in Rome

The Valentino Garavani and Giancarlo Giammetti Foundation presents the second PM23 exhibition: VENUS.

LifeStyle

Castel Romano Designer Outlet, your shopping dream near Rome

Events in Rome

Any Given Monday (AGM): Rome's Legendary Monday Night Party Since 2009

Events in Rome

A Guide To The Best Events In February 2026 In Rome

Hot Topics / News

Rome will charge €2 for close-up access to the Trevi Fountain from 1 February 2026 – here's what changes

LOCAL EXPERIENCES

AD SPECIFICATIONS: **DEDICATED FEATURE**

Our **Dedicated Featured Pages** allow your brand to become part of the Romeing narrative.

Get discovered by travelers and locals exactly when they are searching for their next experience.

Our journalists craft high-quality, long-form editorial content that provides genuine value to our readers while positioning your business as a trusted recommendation.

It's not just visibility: it's an endorsement from the local experts.



AD SPECIFICATIONS: **NEWSLETTER**



Our January Issue is out!

Ready to kick off the new year in Rome?

January is when the city slows down and suddenly feels more local, more livable and surprisingly full of things to do. With Christmas lights still glowing across the historic center, major art exhibitions seasonal concerts and winter events, Rome in January has a completely different pace.

[READ THE ISSUE](#)

Features



The Best Brunch Spots in Rome

[READ MORE](#)

This Month's Romeing Picks

TH Roof
DRINK | FOOD

If you thought you knew all of Rome's best viewpoints, you can now add another to your list. From THRoof, the view over the neighbourhood along with the skyline stretching to St. Peter's Basilica and the Vittoriano is truly breathtaking.

[READ MORE](#)

Isotta Trattoria Cortese
FOOD

In the heart of Torrevicchia, a historic and authentic Roman neighborhood, Isotta | Trattoria Cortese has recently opened its doors, a Roman trattoria with a modern touch and the old-school charm of true courtesies.

[READ MORE](#)

IMPRESSIONISM AND BEYOND
EXHIBITION

Museum of the Ara Pacis is hosting, until May 3,

A Highly Engaged and Permission-Based Audience

Our newsletter is a trusted ritual, not spam.

With an exceptionally high open rate (75%), it offers brands a premium channel for direct attention, and trust-based communication: ideal for promoting events, restaurants, new openings and limited-time experiences.

When we feature a partner, we aren't just sending an email; we are giving a personal recommendation to a community that listens.

KEY METRICS

- **2k+ Subscribers**
- **75% Average open rate**



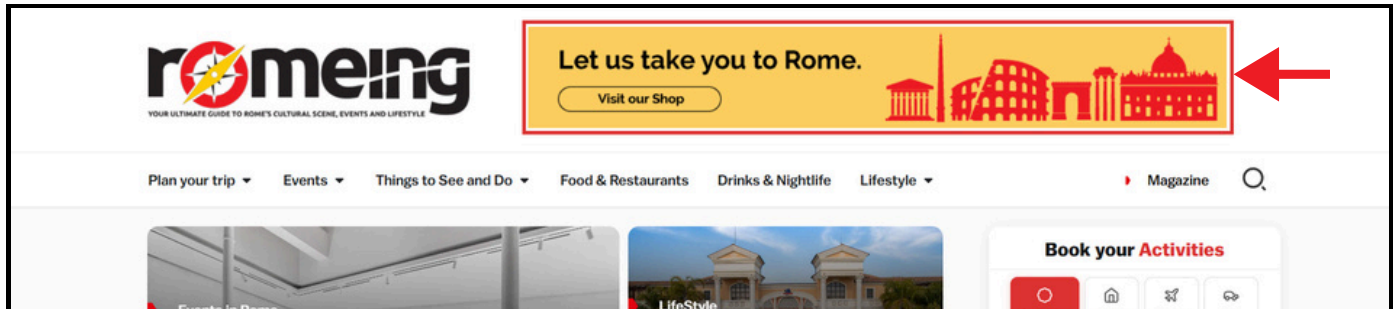
AD SPECIFICATIONS: **WEB BANNERS**

Top Banner

Size: 728x90pixel

Position: at the right of Romeing logo

Banner visible on all pages

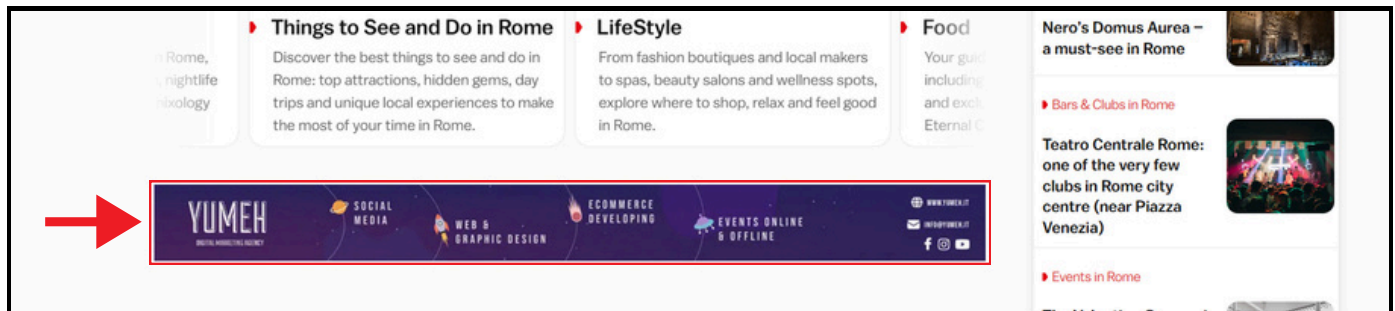


Large Leaderboard

Size: 728x90pixel

Position: body

Banner visible on home page

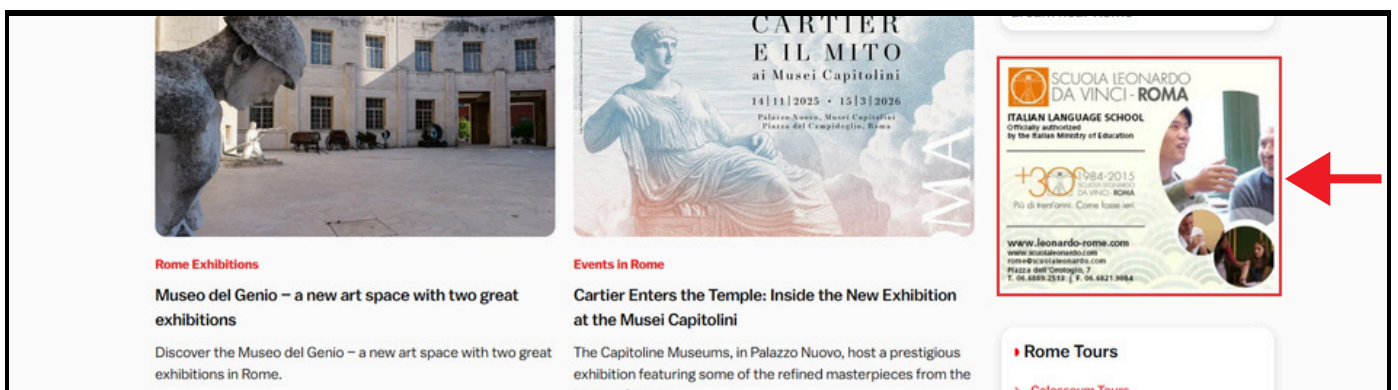


TV Banner

Size: 300x250pixel

Position: sidebar (banner visible on all pages)

or between the latest posts (banner visible on home page)





AD SPECIFICATIONS: MAGAZINE

HALF PAGE HORIZONTAL
 TRIM: 120X80MM
 BLEED: 130X90MM
 NON BLEED: 110X70MM

DOUBLE PAGE SPREAD
 TRIM: 240X160MM
 BLEED: 250X170MM
 NON BLEED: 230X150MM

ADVERTORIAL
 3 COLUMNS: MAX CHARACTERS 1100/1600 + 2 PHOTOS
 2 COLUMNS: MAX CHARACTERS 1200 + 1 PHOTO
 1 COLUMN: MAX CHARACTERS 550 + 1 PHOTO

DOUBLE PAGE SPREAD
 TRIM: 240X160MM
 BLEED: 250X170MM
 NON BLEED: 230X150MM

FULL PAGE
 TRIM: 120X160MM
 BLEED: 130X170MM
 NON BLEED: 110X150MM



SOCIAL ADVERTISING

Connect with Romeing's community through our growing social channels.

Our social formats adapt to your communication goals, whether as standalone campaigns or as the perfect complement to editorial advertising packages:

Instagram Story

A dynamic and immediate way to highlight announcements, events, openings or limited-time promotions. Stories offer direct engagement and strong visibility, ideal for capturing attention and driving quick action from our audience.

Story Packages

A recurring presence on our Stories over a set period, designed to maintain continuous visibility for your event, campaign or brand. Perfect for building awareness, strengthening recognition and keeping your message top-of-mind throughout your promotional window.

Dedicated Reel

A branded vertical video produced by our team to showcase your experience, venue, product or story in a dynamic format. Reels offer the strongest organic reach, making them the preferred choice for impactful launches, immersive storytelling and broader audience exposure.



Dedicated Post

A permanent feed post crafted to present your brand with clarity, aesthetic coherence and editorial value. Ideal for campaigns that require consistent visibility, a strong visual presence or messaging that benefits

Feature Slot (Cover & Highlights)

A premium positioning on our digital guides, that offer a consistent and extended presence for brands that want to maintain visibility beyond standard campaign cycles. Ideal for partners seeking ongoing awareness and prestige placement in our curated selections.



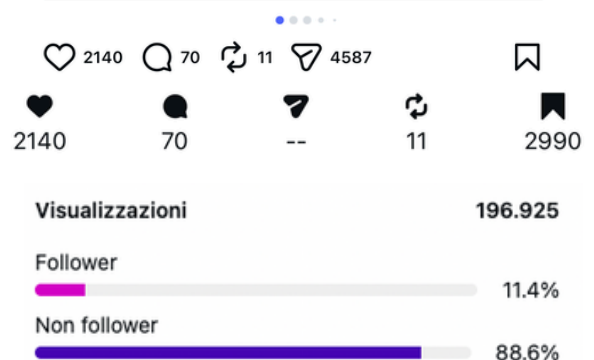
Visualizza insight

Promuovi post



Visualizza insight

Promuovi post



Our vision is to be the bridge between travelers and authentic Italy: a trusted insider for Rome, Florence, and beyond.





info@romeing.it

