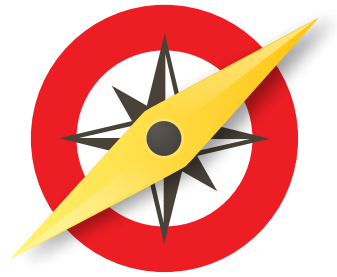




MEDIA KIT



Your **ultimate** guide to Rome's cultural scene, events and lifestyle

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.

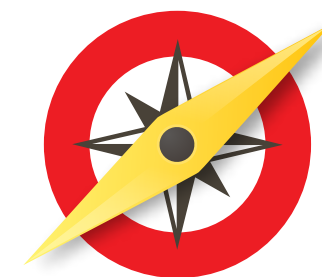
Our key audience is tourists and expats visiting or living in Rome. However, the quality and authenticity of our editorial content attracts an additional demographic of local Italian readers.

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.



Frequency: monthly
Circulation: 30.000 copies
Format: 120x160 mm
Pages: 64-94 pages
Cover stock: 170 g/mq, plastic-coated
Stock: 100 g/mq
Distribution: 200 strategic points





Target & Mission

do as locals do

Our target market consists of 10 million tourists who visit Rome each year, the 270,000 foreigners who live here and Italians who are interested in culture, music and nightlife.

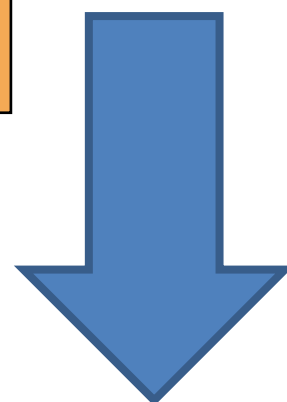
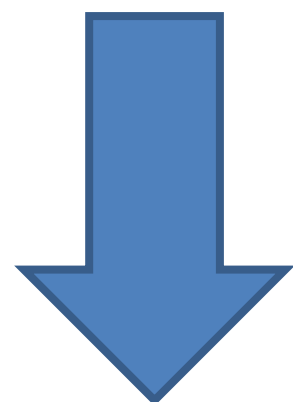
Romeing, written in the most widely spoken language in the world, is an easy-to-use tool, guaranteed to satisfy readers' needs in what can be quite an overwhelming city for those not in-the-know.

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.



**TARGET AGE
20-45**



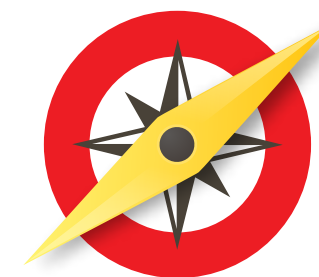
**TOURISTS VISITING ROME
(10,841,000 VISITORS IN 2010) AND
OVER FOREIGNERS RESIDING
IN ROME (268.996)**

**A CROSS BETWEEN
SOCIO-ECONOMIC PROFILE**

**PREDISPOSITION AND INTEREST FOR
INFORMATION**

**ITALIANS WHO WISH TO KNOW
ALL OF THE UPCOMING
DAILY EVENTS IN ROME,
FROM MAJOR CONCERTS
TO LESSER-KNOWN SHOWS**

**ATTRACTED TO THE INTERNATIONAL
STYLE OF THE PUBLICATION**



Worldwide Advertising

romeing: an **essential** advertising tool

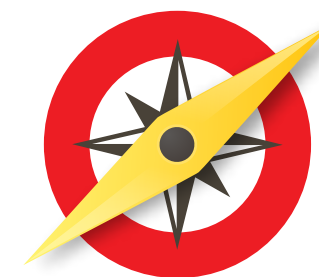
Romeing is an ideal showcase for high visibility advertising and marketing for our clients.

We offers advertisers, institutions, local authorities, tourism companies, entrepreneur and retailers an opportunity to speak directly to an elusive, qualified audience with a high intent and need to purchase.

The targeted nature of our editorial content ensures that you are communicating to a potential client and maximises the efficiency of your advertising message.

Our strength is the multi-directionality of the advertisement. A perfect channel for anyone who wants to advertise in a single medium aimed at both Italian and foreign consumers.





Editorial profile

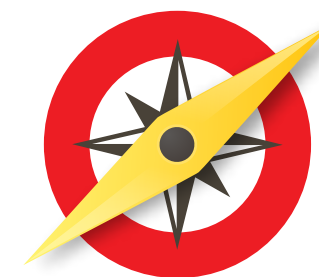
a perfect mix

The event listings are the core strength of the magazine. For every day of each month we select a wide variety of events divided into the following categories:

music
art&cult
night life
eating
sport

Articles and columns are dedicated to main events.





Editorial profile

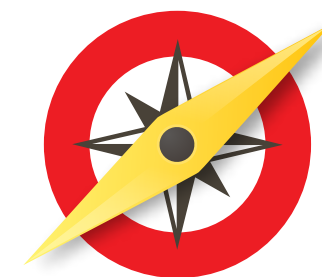
a perfect mix

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.





Distribution

wherever there's a foreigner, there's romeing

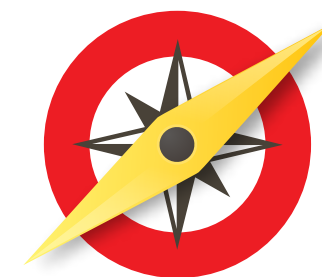
Our widespread distribution ensures the publication is in prime position in every strategic point of the city, including key tourist spots such as:

- **3-5 star hotels**
- **Hostels - B&B**
- **Residences**
- **Tourism information points**
- **Museums and galleries**
- **Universities for foreigners**
- **Bars and restaurants**
- **Clubs**
- **Italian language schools**
- **Scooter and car rental agencies**
- **Embassies and international organisations**



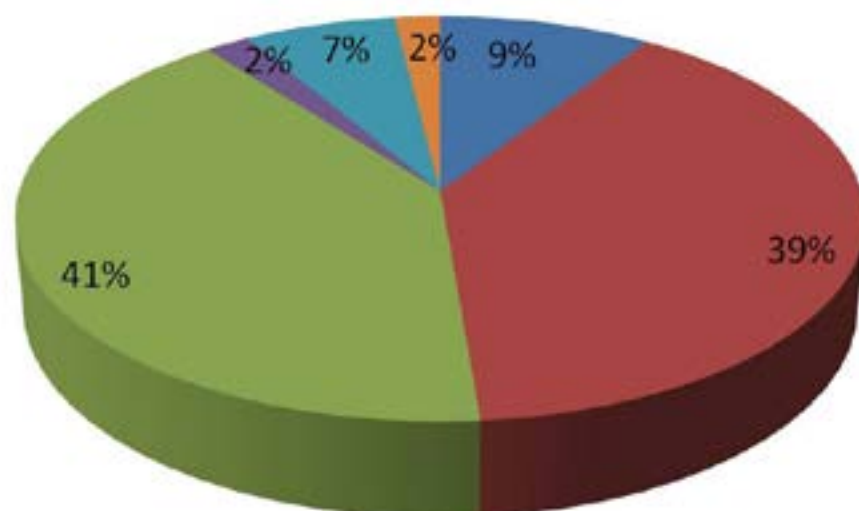
200 pick up points

Some pick up points have a customized exhibitor.



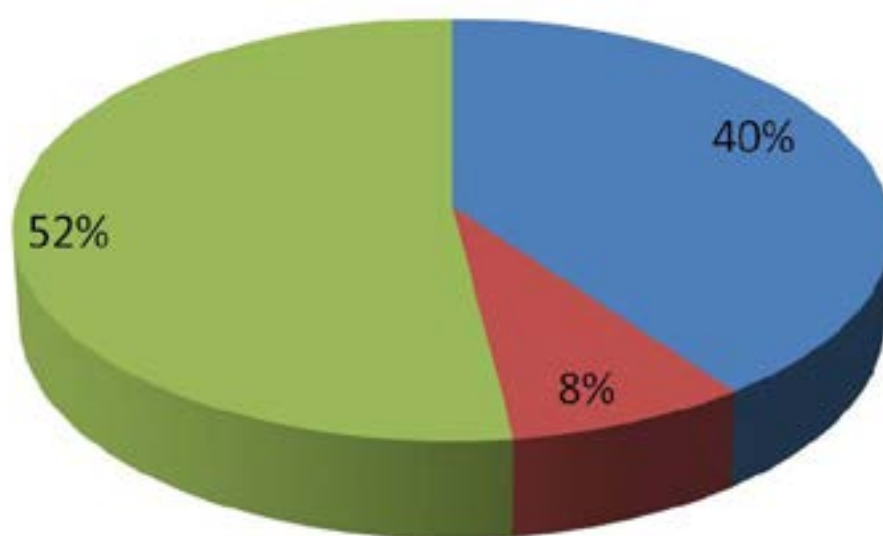
Distribution analysis

Accommodation facilities distribution



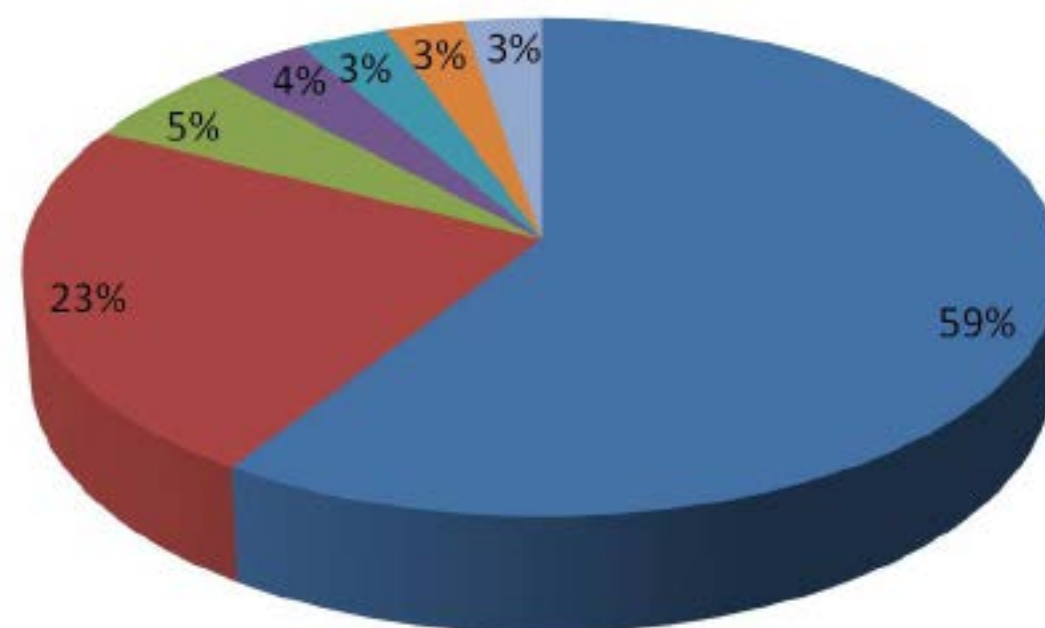
5 stars
3 stars
b&b/Luxury rooms
4 stars
residences
hostels

Hotel distribution procedure

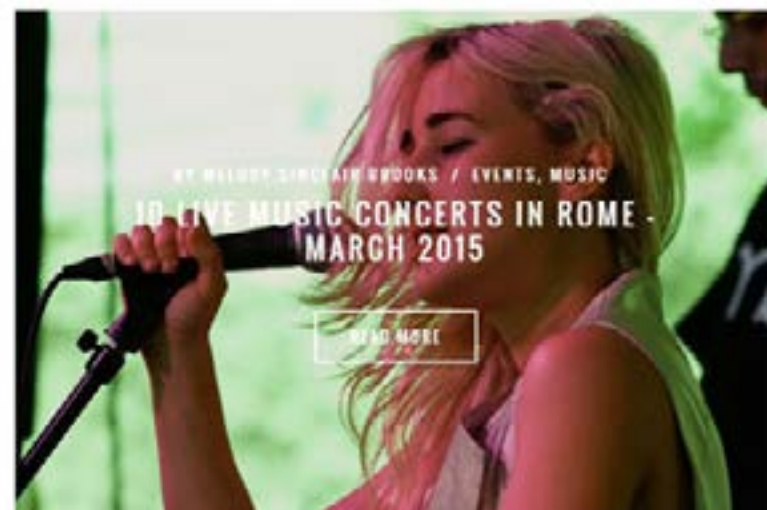


room
check in
lobby

Distribution



accommodation facilities (n.152)
clubs and restaurants (n.60)
universities and language schools (n.14)
tourism information points (n.9)
museums and galleries (n.8)
embassies and international organisations (n.7)
other (n.7)



FEATURED POSTS



BEST OF ROME, LIFESTYLE, SHOPPING IN ROME
HUMANA VINTAGE ROME
BY MARGAUX MACNEIL
With approximately 4.000 quality vintage pieces from 60s to 80s, Humana Vintage Rome combines fashion and solidarity to bring you a new shopping experience.



CINEMA FESTIVALS & MOVIES, EVENTS
FILMS IN ENGLISH OR ORIGINAL LANGUAGE IN ROME
BY ROMEING
Original language movies shown this week in Rome



EVENTS, EXHIBITIONS
AVEDON: BEYOND BEAUTY
BY LAUREN BETTAGLIA
From February 27-April 11 2015, Rome's Gagosian Gallery will showcase the work of iconic photographer Richard Avedon in its new exhibit Avedon: Beyond Beauty.



romeing.it

the website for foreigners in Rome

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 on line.

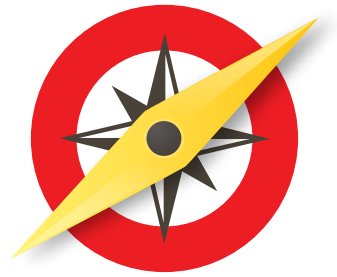
We can proudly affirm that today our website is a valuable reference for all foreigners living and visiting Rome.

[Handwritten signature]

Users/Month: 80.000
Pages / Session: 1,8
Pageviews: 144.000
Bounce Rate: 75%
Geo Location: 46% Italy/54% foreign



FEATURED POSTS



mimag.it

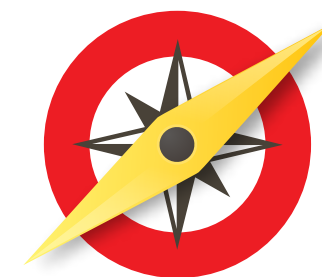
Now Milan is more international than ever before.

Mi.mag (www.mimag.it) is a new English-language web magazine focused on the culture, entertainment, and style of Milan.

Like our first magazine, Romeing - the main English magazine of Rome, Mi.mag is a 'Live Like a Local' City Guide, for both tourists and expats visiting or living in Milan; however, the quality and authenticity of our editorial content attracts an additional demographic of local Italian readers.

The 2015 Expo, an event which attracts visitors from all over the world, will bring Milan into the international spotlight and encourage cross-cultural communication. Tourists and locals will enjoy Milan and engage with the city in a whole new way.

This publication offers advertisers, institutions, local authorities, tourism companies, entrepreneurs and retailers an opportunity to speak directly to an exclusive, qualified audience.



Technical info

advertisement technicalities

Documents must be provided in compliance with the following details:

- **BLEED**

Means the file format you choose plus 5 mm bleed

- **TRIM**

Is the "actual" format of the document once cut

- **NON BLEED**

The outer border of your advertisement

- **FILE FORMAT**

PDF - JPG - TIFF

resolution:

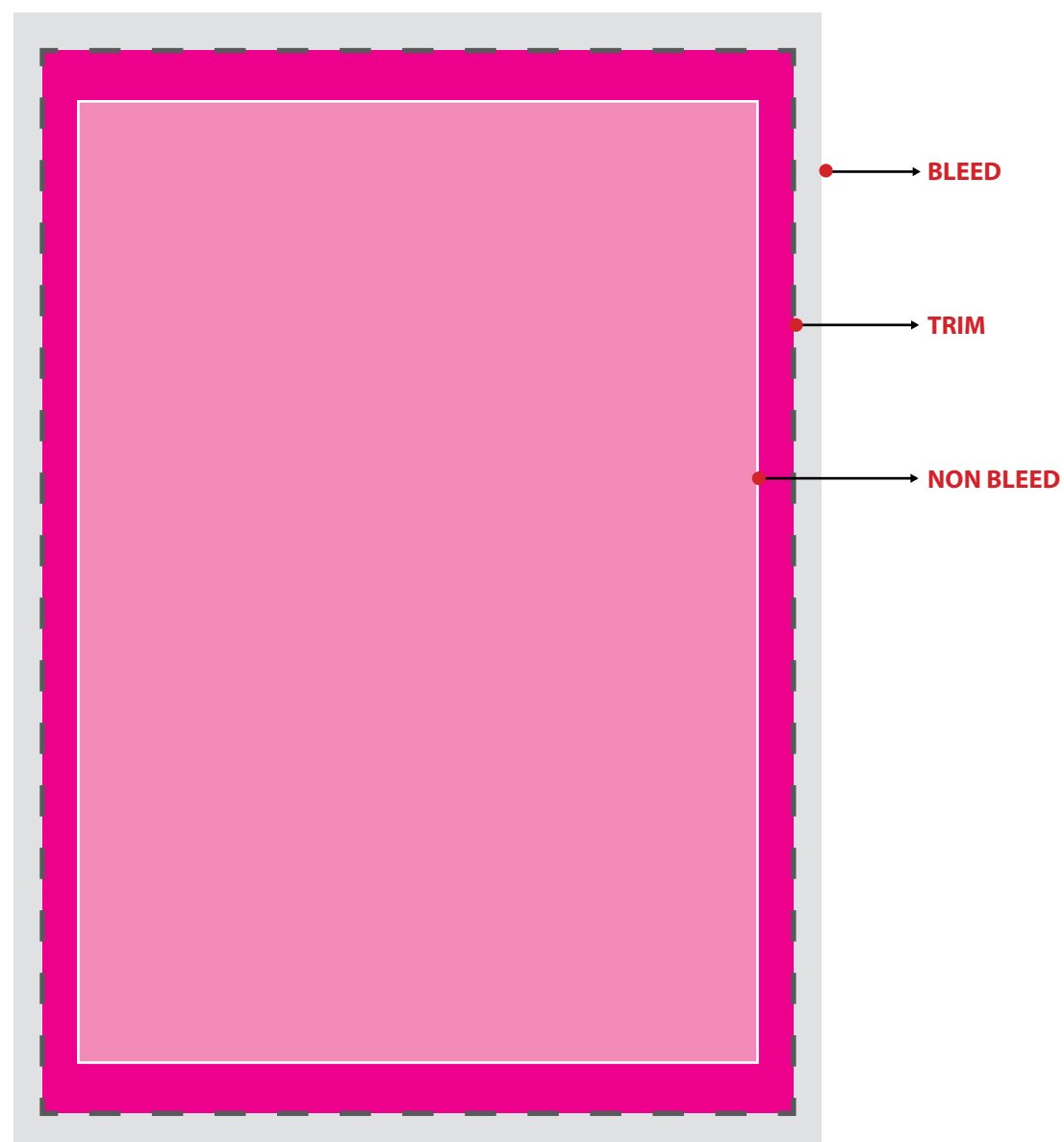
300 dpi

colour:

CYMK

fonts:

all fonts must be embedded

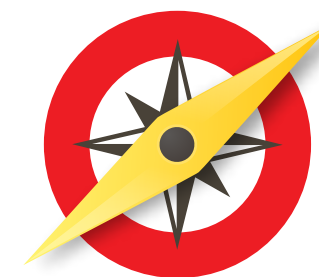


The advertising material to be delivered to the following addresses:

- **email** info@romeing.it
- **post** Romeing srl, via Giuseppe di Bartolo, 22 - 00136 Rome
- **material delivery deadline** within 15 days before the end of each month prior to publication

FULL PAGE

BLEED	mm 130 x 170
TRIM	mm 120 x 160
NON BLEED	mm 110 x 150



AD specifications

Romeing magazine

DOUBLE PAGE SPREAD

BLEED	mm 250 x 170
TRIM	mm 240 x 160
NON BLEED	mm 230 x 150



1/2 PAGE HORIZONTAL

BLEED	mm 130 x 90
TRIM	mm 120 x 80
NON BLEED	mm 110 x 70



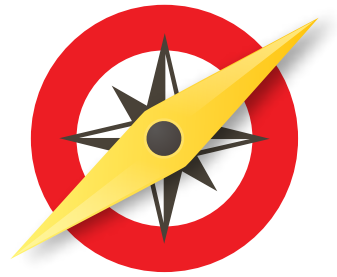
1/3 PAGE VERTICAL

BLEED	mm 50 x 170
TRIM	mm 40 x 160
NON BLEED	mm 35 x 150



AGENDA TOP BANNER *

BLEED	mm 110x 35
TRIM	mm 106 x 30
NON BLEED	mm 100 x 25



AD specifications

Romeing magazine

ADVERTORIAL

3 COLUMNS

Max no.of characters 1600 +1 photo

Max no. of characters 1100 +2 photos

2 COLUMNS

Max no.of characters 1000 +1 photo

1 COLUMN

Max no.of characters 550 +1 photo



*You can use the banners on top of the event listing (18/20 pages) to advertise your brand.

LARGE LEADERBOARD PLUS

Size: 970x90pixel

Position: below the slide on the homepage

+ at the end of the articles

Banner visible on all pages

LARGE LEADERBOARD

Size: 970x90pixel

Position: body

Banner visible on home page

TV BANNER

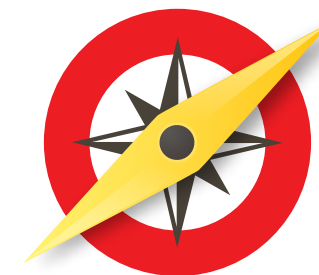
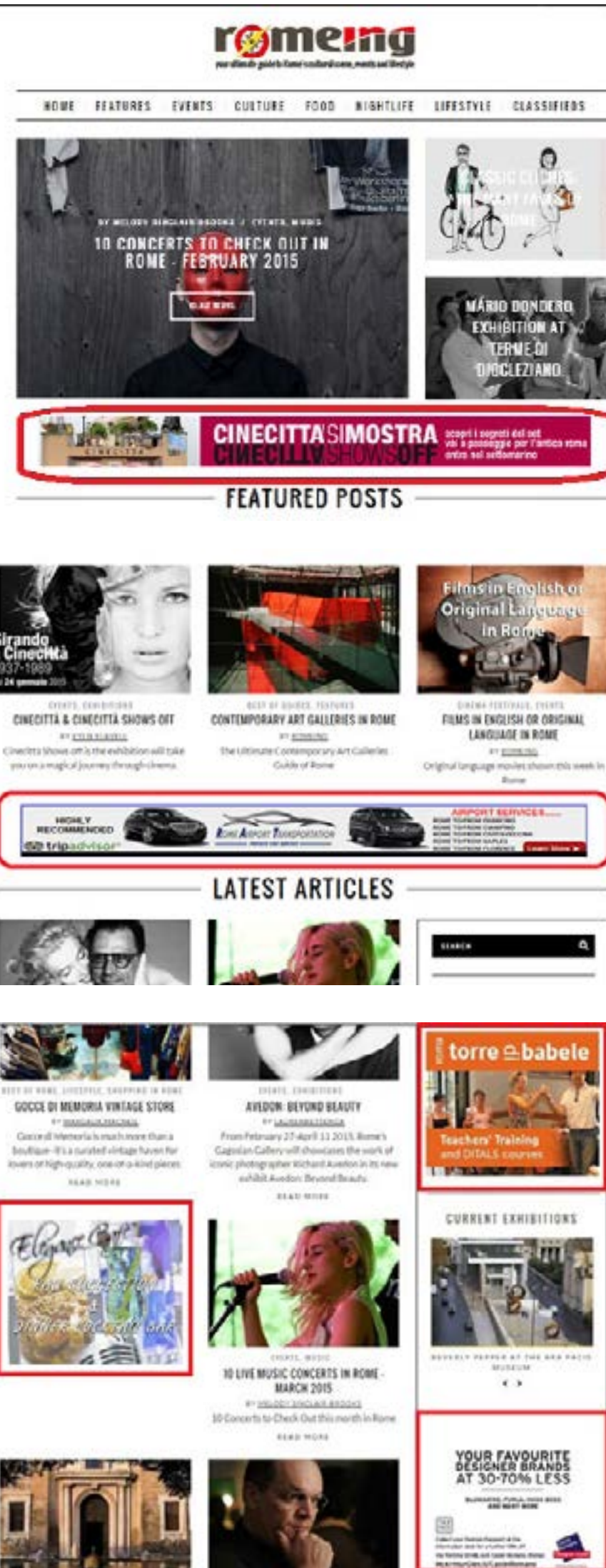
Size: 300x250pixel

Position: sidebar

(banner visible on all pages) or

between the latest posts

(banner visible on home page)



AD specifications

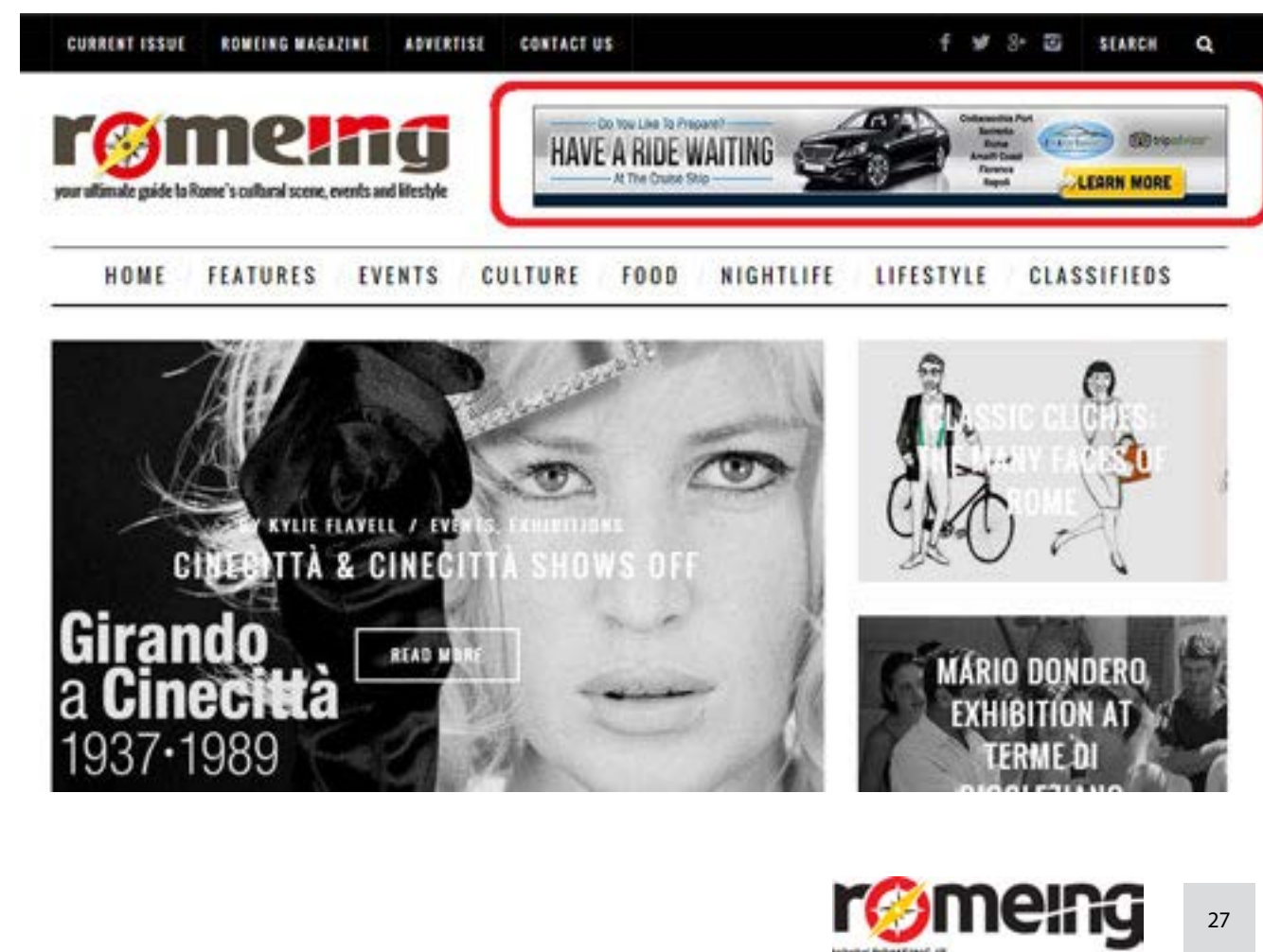
romeing.it - mimag.it

TOP BANNER

Size: 728x90pixel

Position: at the right of Romeing / Mi.mag logo

Banner visible on all pages

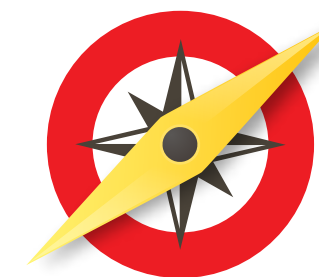




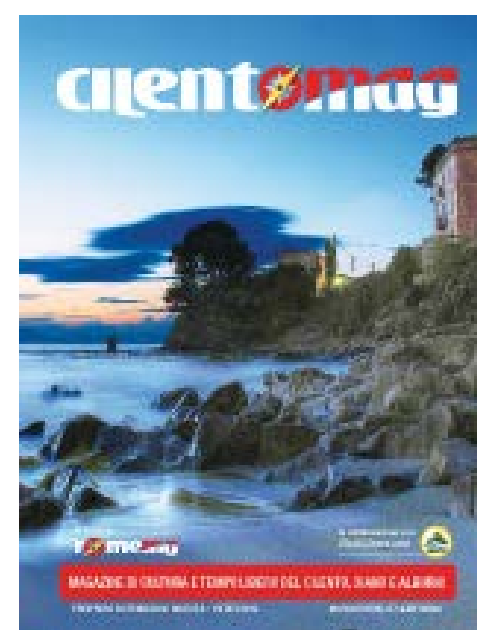
Events Organization

Romeing s.r.l. can organize your brand's next event, including everything from the location, staff, lead-up promotion in print, online and via other channels, design the concept and branding and work intimately with your company to ensure maximum turnout.

The magazine Romeing and its online counterpart give us the possibility to promote the events from within the international community living and working in Rome.



Special Projects



We specialise in affordable, efficient and bilingual custom publishing.

With a rich resource of Italian and mother-tongue English writers, graphic designers, editors and photographers, not to mention contacts in the printing industry to secure the most cost-effective deals, we can create a one-off bespoke magazine, website or campaign that targets your market and delivers editorial of premium quality.

Whether you have strict concepts ready prepared or you require our team to suggest editorial ideas and layout design, we can work according to your wishlist ensuring that we hit your deadlines even for last minute projects.



ROMEING srl
via Attilio Regolo, 25
00192 Roma
p.iva : 11115241009
C.C.I.A.A. REA: 1279847

info@romeing.it
info@mimag.it

www.romeing.it
www.mimag.it

Mob. 339 2832380 t/fax 06 3244614