

# HeartRome

My life and times in the eternal city and beyond

## the blog

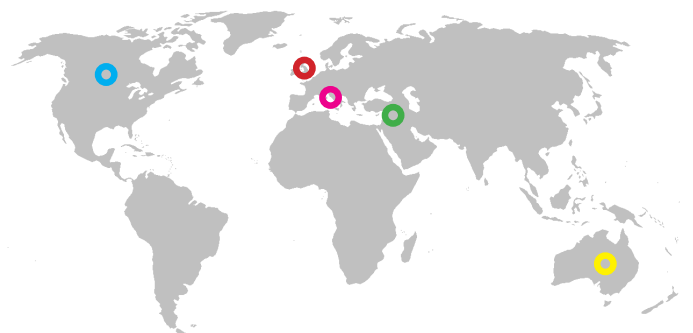
HeartRome recounts the life and times of Italian-Australian, Maria Pasquale who walked away from her corporate career in Melbourne to chase La Dolce Vita in Rome, Italy. Not just an ode to Rome, the site features posts about food and wine, dining, luxury and world travel, lifestyle and the arts. It has become a go-to source for information on Rome, dining and broader travel and has recently been featured through major travel and media brands like USA Today Travel, BBC, Vogue, Fodor's, EasyJet, Rough Guide to Italy and Peeta Planet TV (for Dubai One). The blog has developed a strong and highly engaged readership across more than 120 countries.

## the creator

Born to Italian parents, Maria always knew Rome was her destiny, although she was raised in Melbourne. With a formal background in political science and policy, she now runs her own event management & PR company, through which she manages marketing & social media for Eating Europe Food Tours (Rome, London, Amsterdam and Prague). An unabashed romantic (Rome being her one true love!) she is the creator of popular food travel and lifestyle blog HeartRome, and the Rome Local Expert for 10 Best, USA Today Travel. In Rome you'll find her walking the streets of Trastevere, checking out the latest bar for an aperitivo or dining with friends.

## the readers

HeartRome's readers are spread across more than 120 countries and are interested in food, travel and culture. Most are foodies, well educated, socially responsible, well-travelled and well read. They access the blog through search engines, direct mail (free subscription) or via social media - which now has a reach of over 20000.



### Social Media Reach



Twitter  
3500

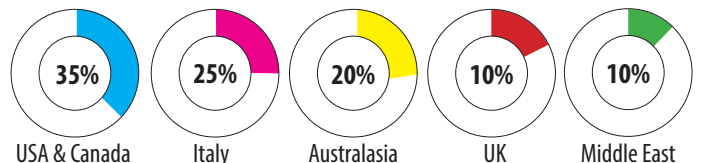


Facebook  
9000



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### Over 10000 daily official followers



### editorial

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