

www.wetheitalians.com

TWO FLAGS ONE HEART

We the  Italians
two flags one heart

FOR OVER **10 YEARS** THE FIRST **ITALIAN** AMERICAN COMMUNITY OF REFERENCE

Introducing the first Italian Media Company dedicated to the Italian American Community

A carefully curated collection of content that stands out thanks **to the keen interest of its audience.**

A true community capable of:

- **Building relationships**
- **Collect data**
- **Foster connection**

**UNITING ITALY AND
20 MILLION ITALIAN
AMERICANS
IN ONE DYNAMIC
COMMUNITY**

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YOUR BRIDGE BETWEEN ITALY AND AMERICA

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Facilitated collaboration

80 Ambassadors between Italy and the US, in every American State and Italian Region. Partnerships with the main national and local Italian American organizations.

Your Italian American Database

We are the only platform with **90,000 contents** regarding Italy and the Italian Americans in all the 50 American States. Plus, a detailed list of over **1.400** sites that represent the Italianessence in America and viceversa.

DATA

3 MILLION

Visualizations per
month

www.wetheitalians.com

110k

**Newsletter
subscribers**

80k

**Fans and
followers**



1,4k

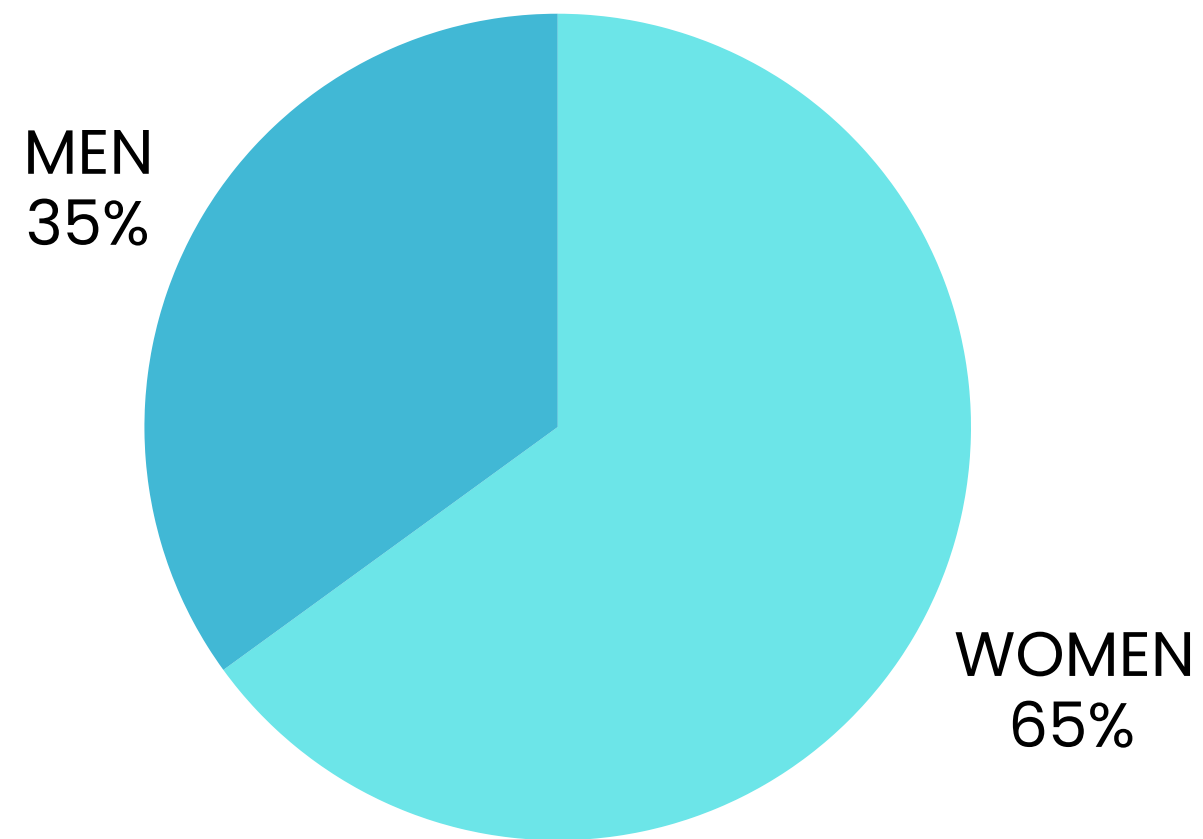
Entities that
represent the
beauty and
variety of **Italy** in
America

80

Ambassadors
scattered
throughout the
U.S. States, and in
all **regions of Italy**

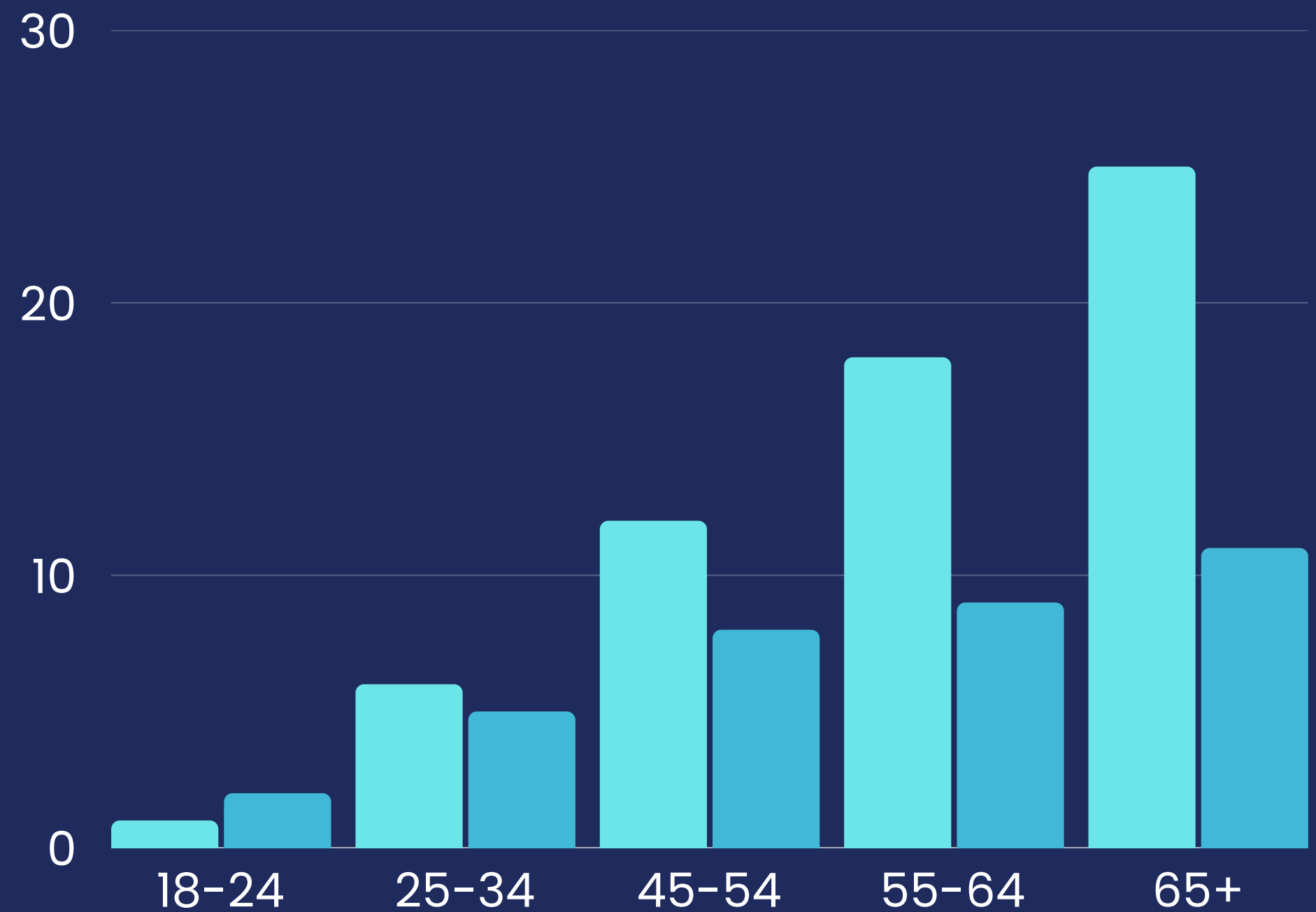
AUDIENCE

● WOMEN ● MEN

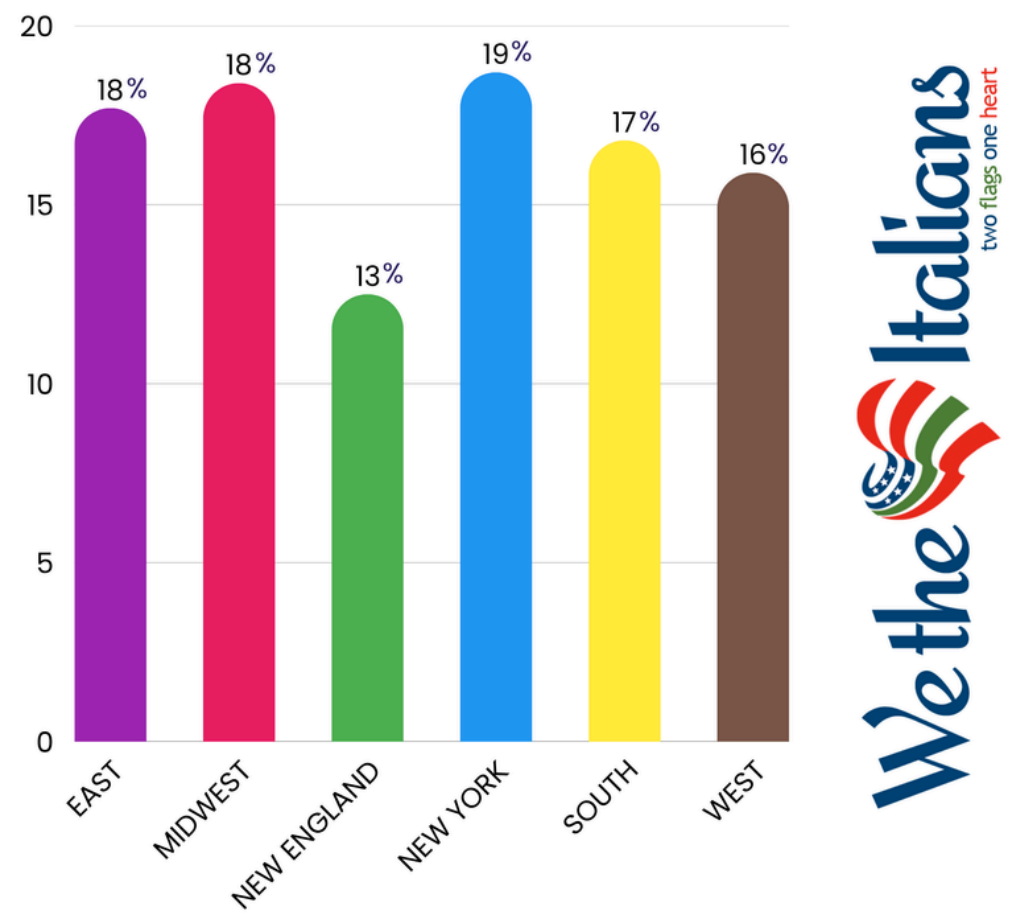


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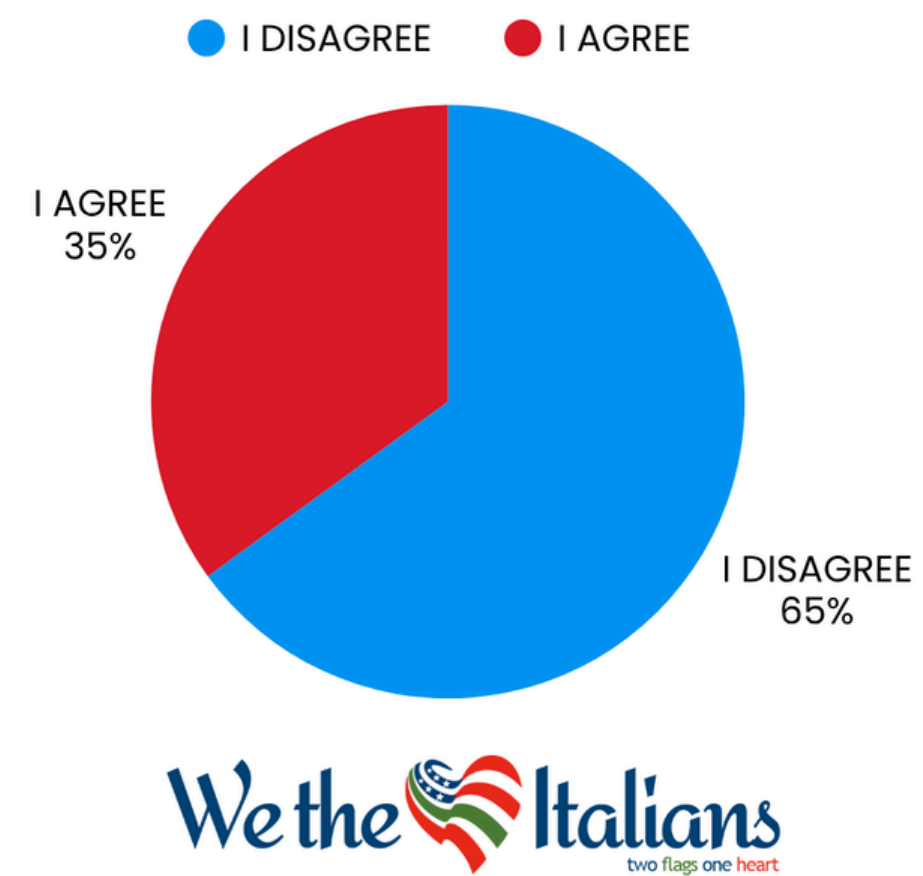
● Women ● Men



AREAS



ANSWER



We the Italians launched an **observatory** dedicated to **listen to the Italian Americans and deliver their opinions to the Italian institutions**. We began by surveying the Italian American community on a particularly sensitive and important issue that has recently been the subject of a controversial reform: dual citizenship.



MUCH MORE THAN JUST A MEDIA COMPANY

We are not just a media company, but a real **ecosystem** connecting **Italy** and **America** in innovative and profound ways.

COMMUNICATION TOOLS

On our website, we've published **90,000 news** articles, over **300 interviews**, nearly **200 issues** of our magazine, more than **350 podcast** episodes, a **monthly newsletter** that's been going strong for over 10 years, and **11 books**—all focused on topics related to Italy and the United States.

SOCIAL MEDIA

We have a lively social media community, thanks to the contributions of our Ambassadors and our audience: we are on **Facebook, X, Instagram, LinkedIn, YouTube, Tik Tok, Telegram, and Spotify**





ANNUAL GALA

Since June 2022 with our gala in Rome we celebrate the friendship between Italy and the US. With over 350 institutional guests each year, this event has quickly become a key networking hub for Italian American relations, fostering international business opportunities and partnerships.



ITALIA AMERICA REPUTATION LAB

We founded the Italia America Reputation Lab, the first observatory dedicated to the reputation of Italian Americans. This provides valuable data to institutions and companies, identifying potential areas of improvement in the U.S. market and monitoring the relation between Italy and the US.

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ITALIAN AMERICAN FUTURE LEADERS

We are the Italian exclusive partners of the Italian American Future Leaders conference, dedicated to 21-35 Italian Americans. In 2026 we will bring the Conference in Rome, connecting them with same age Italians who live in Italy.



FIBS

In November 2022, we signed an agreement with the Federazione Italiana Baseball e Softball, of which we became a media partner.



AMERIGO

In December 2022, "We The Italians" was honored with the prestigious "Amerigo", journalism award, recognizing our commitment to information between Italy and the United States.



WHITE HOUSE

In October 2023, we had the honor of being part of the exclusive reception hosted at the White House by First Lady Jill Biden to celebrate Italian Heritage Month.

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PAIR

Since 2025, we have been members of the Honor Committee of PAIR (Prize for American-Italian Relations) Award of the Centro Studi Americani in Rome.



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FOR INFORMATION
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