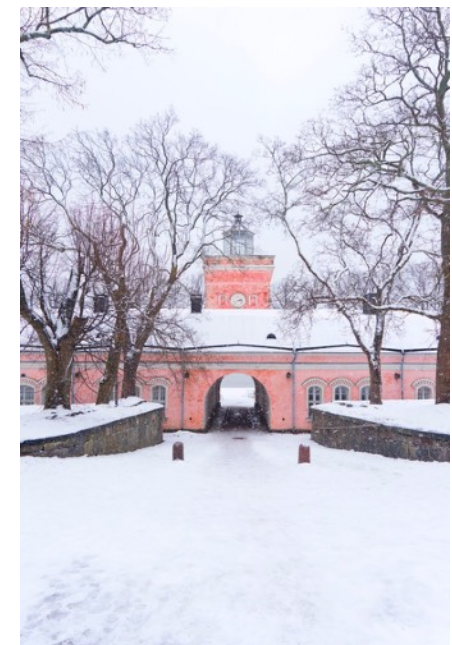
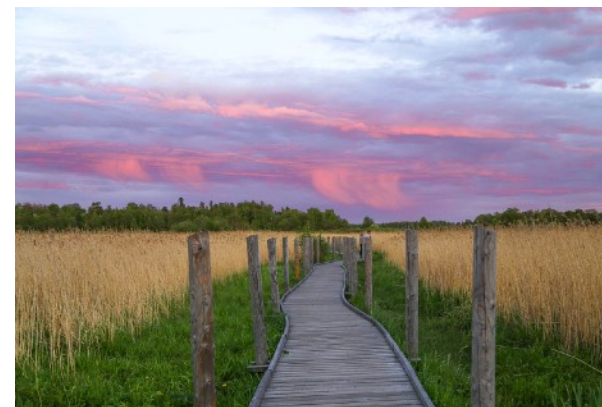


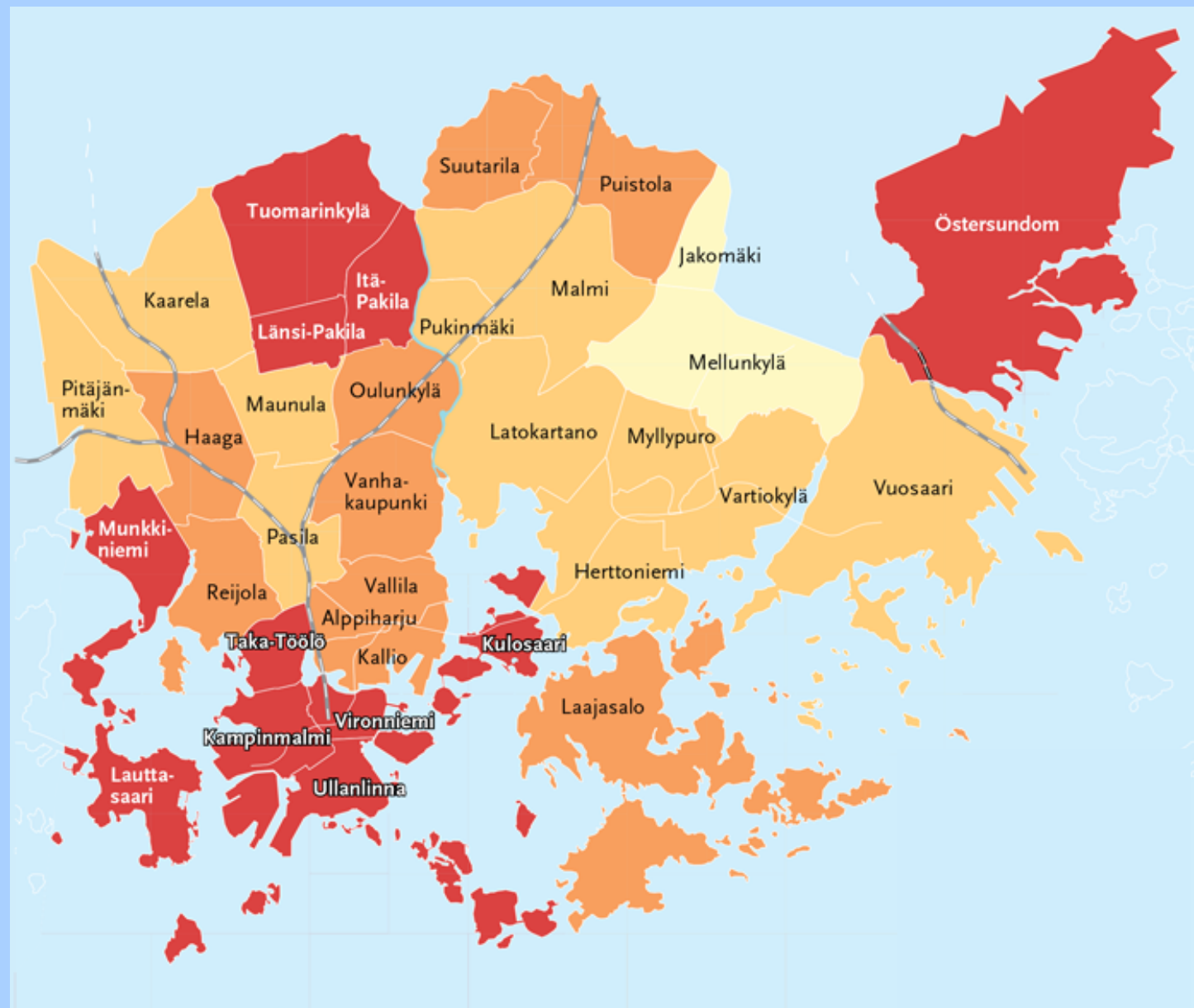
what people think Helsinki is



what Helsinki actually is



Helsinki is a huge city and the areas outside of Helsinki Downtown deserve more attention from both locals and tourists





Helmimag is a city magazine that talks about the history, architecture, and hidden gems of Helsinki City. The aim is to let people learn the city and travel to the areas they've never been before. This is especially needed during the pandemic when we can't travel too far away but still have the need to see new places.

Helmimag will cover 1 area of Helsinki each month throughout 2022. For example, the January issue is about Kuusisaari, February about Tali, March about Malmi, etc.

Each issue of Helmimag Magazine will be created together with the residents.



Online target audience will be mainly international but the content will be similar to the printed version.

The aim is still the same here: to drive attention to the smaller neighbourhoods of Helsinki among tourists and people from other cities.

helmimag travel campaign

Each month readers can win a trip to (for example) Kuusisaari, together with a travel kit.



postcard



museum ticket



water bottle



hand sanitiser



lunch ticket



helmimag

[instagram.com/helmimag](https://www.instagram.com/helmimag)