

OUTDOOR Media Kit 2018

SCMP Advertising & Marketing Solutions



Outdoor is a natural extension of the media solutions we offer our prestigious advertiser clients. With a focus on premium outdoor sites that provide optimal affluent target audience traffic and high visibility, our Outdoor Media division includes on its portfolio the dramatic, one-of-a-kind building wrap billboard on Leighton Road, Causeway Bay.

-

One Leighton Road



1 Leighton Road, Causeway Bay

The gigantic billboard offers head-on exposure to heavy and slow traffic on Morrison Hill Road and Canal Road Flyer.

The billboard captures traffic from southern district, the HK's most exclusive and affluent residential areas covering Island South, Repulse Bay and Stanley.



Daily Traffic Volume: 156,590

Display Area: 65.7m (w) x 8.4m (h)

Format: Front-lit Billboard

Illumination: 6.00pm to 6.00am

2017 Media Cost: HK\$2,100,000 gross per month

Production Cost: HK\$185,000

(one-time printing, installation and dismantling)

Advertisers Reference



Macau Ferry Terminal, Central, Hong Kong

Restricted Areas at Macau Ferry Terminal

A total of 9x Poster-on-Wall (POW) within the restricted areas capturing all departure and arrival passengers to-and-from Macau (via ferry and helicopter) and South Mainland China (Zhuhai, Shekou, Zhung Shan)

Capturing an annual passenger flow of 17.6 million
(source: The HKSAR, Marine Department 2013)



Macau Ferry Terminal, Central, Hong Kong



Creating Connections That Influence

SCMP Advertising & Marketing Solutions

advertising.scmp.com

Tel: (852) 2565 2435

Fax: (852) 2565 5380

Email: advertising@scmp.com

