

## Outdoor Media Kit 2018

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, SCMP's prime outdoor media spaces include the series of posters at Macau Ferry Terminal which reach 17.6 million passengers annually.

(source: The HKSAR, Marine Department 2013)

### **Macau Ferry Terminal, Central, Hong Kong**

9 posters on wall (POW) within the restricted areas, capturing all passengers going to and from Macau (via ferry and helicopter) and southern China (Zhuhai, Shekou and Zhung Shan)

Contact us for details about placing your advertisement.

