

Written by Australian Business
Wednesday, 21 May 2014 19:14

Hong Kong -- [Media OutReach](#) --21 May 2014-- The [South](#)

[China Morning Post](#)

(SEHK: 583) today announced it had acquired multiple premium outdoor media sites in Hong Kong, and is actively working to acquire more sites to expand its thriving outdoor media unit to provide an even broader advertising portfolio for its advertiser base.



Formed in the second half of 2013, as an integral part of the SCMP Group's media portfolio, SCMP Outdoor Media Limited has managed one of Hong Kong 's most in-demand and visible outdoor billboards, namely "One Leighton Road", which has enjoyed the patronage of upper echelon advertisers such as Cartier, Chanel, Louis Vuitton and Van Cleef & Arpels to name a few.

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