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Launch of new magazine “Shanghai Railway”

CinMedia has been officially appointed as the sole publisher and advertising representative of the “Shanghai Railway”, the official railway magazine of the Shanghai Railway Bureau.

“Shanghai Railway” is an effective and powerful media platform. Placed in a high-quality interactive environment and surrounded by high-end audience, the magazine guarantees a high rate of active reading. Its distribution network covers the entire Eastern China. There is no doubt that will catch the eyes of a third of the country’s total railway passengers.