Close zoning (issue situation)

Shenbao, 1941, Feb 1 (14p)
KEY TO THE ZONING MAPS

Restricted zone (no ads)

SITUATION IN THE ISSUE

- Pole of maximal concentration (2): front page and first third pages
- Intermediate zone of lesser attention (0): middle pages
- Pole maximal memorization/final impression (1): third last pages

PAGE CONDITIONS

- Favorable conditions for advertisements
- Non commercial contents (competitors to advertisements, yet favorable/attractive neighborhood)
- Neutral conditions
今後之工商界 (Jinhouzhi gongshanjie)
社評 (Sheping)

Shenbao 1941, Feb1 (p.4)
上海各學校招⽣生廣告 (Shanghaige xue xiao zhaosheng guanggao)
International news (2)
國際軼聞（Guoji yiwen）
Business news
商業新聞 (Shangye xinwen)
Shenbao 1941, Feb1 (p.9)
National and local news
Education news
教育消息 (jiaoyu xiaoxi)
Free talk 自由談 職業 (Ziyoutan zhiye)
遊藝界 (yanyijie)