

Scholarly Journals, Trade Publications, and Popular Magazines

	Scholarly Journals	Trade Publications	Popular Magazines
Appearance	Plain, formal, sober, serious	Industry setting, glossy, in color	Flashy, attractive, glossy, colorful
Cover	Plain	Depicts industrial setting	Eye-catching
Paper	Plain	Glossy	Glossy
Illustrations	Black and white	Color	Color
Advertisements	Few or none	Moderate, most trade related	Heavy
Article length	Longer	Moderate	Shorter
Content	Research projects, methodology, and theory	Industry trends, products or techniques, and organizational news	Personalities, news, opinions, and general interest articles
Title	Often includes terms such as: "journal", "review" or "bulletin"	Often includes industry name: "aviation", "restaurant", "engineering"	Rarely includes terms such as: "journal", "review" or "bulletin"
Purpose, intent	Report research, advance knowledge	Provide practical industry info	Inform, persuade or entertain
Scope	Narrow focus, in depth analysis of one academic field or discipline	Practical information within one industry or profession	Broad overview of topics
Audience	Academic or professional: professors, researchers, students	Members of a specific business, industry or organization	General public, non-professionals
Structure	Structured sections: abstract, results	No specific format or structure	No specific format or structure
Accountability	Bibliographies, endnotes, footnotes Controlled by peer-review process	May have short bibliographies Controlled by journalistic or professional ethics	No bibliographies Controlled by journalistic ethics
Bibliography	Yes -- Always cite sources	Maybe -- Rarely formally cite sources	No -- Rarely cite sources
Abstract	Yes	Maybe	No
Editors	Accept peers' articles	Assign or accept articles	Assign specific articles
Author	Authority, expert or specialist (PhD) Compensated with prestige	Staff writer or industry specialist Paid	Journalist, staff or freelance writer Paid
Credentials, affiliation	Always given	Often provided	Rarely provided
Review process	Peer-reviewed or refereed	Editorial review	Editorial review, NOT peer-reviewed
Language	Jargon of the discipline	Jargon of the industry	General audience reading level
Writing style	Scholarly or technical	Technical	Informal, journalistic, conversational
Support of argument	Research built on prior research	Professional knowledge	Confirmed sources
Publishing			
Publisher	Professional assn. or academic press	Professional or trade association	Commercial pres
Frequency of publication	Monthly, quarterly, semi-annually	Weekly, monthly	Daily, weekly, monthly
Issues	Tend to be successively numbered	Begin with page 1	Begin with page 1