Scholarly Journals vs. Popular Magazines vs. Trade Publications

CRITERIA	SCHOLARLY JOURNALS	POPULAR MAGAZINES	TRADE PUBLICATIONS
Author	Scholars, researchers, university professors and other experts Name and credentials provided	Journalists, staff or freelance writers Articles are often unsigned	Journalists, professionals or specialists in the field or industry
Purpose	To report on original research and advance knowledge	To inform and/or entertain	To inform practitioners within a field or industry
Audience	Scholars, researchers, professionals, university professors and students	General public	Workers and professionals in the field or industry
Content	Original research, literary analysis, theory, criticism	News, current events, entertainment, general interest	Industry news, current events, trends, products, techniques
Appearance	Lots of text Graphics, charts, tables, illustrations are usually black and white Page numbers may continue from one issue to the next	Glossy, colourful cover and pages Lots of colour illustrations Each issue begins with "page 1"	Colourful cover and glossy pages Colour illustrations Each issue begins with "page 1"
Structure	Specific format. Articles divided into sections: abstract, literature review, methodology, results, discussion, conclusion, footnotes, bibliography, etc.	Articles follow no specific format No references or bibliography included	Articles follow no specific format Articles may contain a brief list of sources used

Advertisements	Very few. If any, targeted at researchers (e.g., forthcoming books)	Many, colourful and varied	Mainly industry or trade related
Language/style	Uses technical terms, scholarly language or jargon	Uses everyday language	May contain jargon or terminology used in the industry
Publication process	Scholarly society or commercial publisher Reviewed/refereed by scholars or experts in the field (peer-reviewed)	Commercial publisher Reviewed by editorial staff; not peer-reviewed/ refereed	Trade association or commercial publisher Reviewed by editorial staff; not peer-reviewed/ refereed
Indexing	Articles indexed in specialized indexes, e.g., PsycINFO, Historical Abstracts	Articles indexed in general indexes, e.g., CPI.Q	Articles indexed in business indexes, e.g., ABI/Inform
Examples	*JAMA: The Journal of the American Medical Association* *Journal of Applied Psychology* *Modern Fiction Studies* *Managerial Finance*	*Canadian Living* *Newsweek* *Popular Science* *Business Week*	*Automotive News* *Computerworld* *Chemical and Engineering News* *Forbes*