

## Differences between Scholarly Journals, Popular Magazines, & Trade Magazines or Journals

Characteristics	Scholarly/Peer Reviewed/Refereed Journal	Popular Magazine	Trade Magazine or Journal
Appearance	Tables, charts, not glossy, longer articles, targeted ads	Photos, other types of illustrations, graphs, maps, glossy, shorter articles, a lot of ads	Photos, graphs, charts, targeted ads, may be newsletter type in appearance, shorter articles
Audience	Professionals in the field, academics, researchers, scholars	Anyone interested	Professionals in the field or those interested
Author	Expert/Professional	Journalist or staff writer	Expert, editors not usually experts in the field
Publisher	University press, professional organization	For-profit corporation	Professional organization, corporate funded
Content	In-depth research, bibliography, sources cited, rigorous review process	General information, opinion, sources may not be cited	Trends, sources may be cited with bibliography, not peer reviewed
Examples			