

Popular Magazine vs. Trade Magazine vs. Scholarly Journal

	POPULAR MAGAZINE	TRADE MAGAZINE	SCHOLARLY JOURNAL
APPEARANCE	Glossy, lots of color photos, larger in size	Usually glossy, both color and b&w photos	Plain cover, smaller in size, images are often b&w graphs and charts
AUDIENCE	General public	Industry and business professionals	Scholars and researchers, including college students
AUTHOR	Staff writers, journalists, freelancers, may even be without an author listed	Staff writers, business and industry professionals	Scholars and researchers
CONTENT	Current events, general interest articles, personal profiles	Industry trends, new products or techniques, organizational news	Research projects, theory and analysis, comprehensive reviews of other research (literature review)
PURPOSE	To inform, entertain, or elicit an emotional response	To inform those in a business or industry about relevant news, trends, ideas, and products	To share research and academic theories with the academic community
REVIEW	Editor working for the magazine (looks for grammar, spelling, etc. – may not check for facts)	Editor working for trade magazine (looks for grammar, spelling, and factual information)	Peer-reviewed* Editorial board made up of other scholars and researchers
CITATIONS	None	None or very few	Bibliography, References, Footnotes or Endnotes
ADS	Numerous ads for a wide variety of products	Ads specifically geared to those in the industry	If any are present, usually for scholarly items like books
FREQUENCY	Weekly or monthly	Weekly or monthly	Quarterly or semi-annually
EXAMPLES	Time, Rolling Stone, The New Yorker	Pharmacy Times, Oil & Gas Investor Magazine	Journal of Southern History, Developmental Psychology