Popular, Scholarly or Trade?

Listed below are some distinguishing characteristics of Popular Magazines, Trade Journals and Scholarly Journals.

### Popular Magazines
- Short articles
- Authors are journalists or freelance writers
- Articles do not contain a bibliography or references
- Readers are non-academic or non-specialized
- Publications appear frequently, many weekly
- Numerous full page color advertisements
- Illustrations are eye-catching, glossy and numerous
- Articles are meant to inform, update or entertain
- No peer review process
- Non-technical and simple vocabulary
- Examples include: *Macleans, Newsweek, National Review, PC Week* and *Psychology Today*

### Trade Journals
- Short articles
- Authors are specialists in a field or industry
- Authors may mention sources, but rarely cite them
- Readers include individuals within the industry or those seeking employment in the industry
- Publications mostly appear monthly
- Many trade specific and general business advertisements
- Illustrations are usually charts and graphs or product photography
- Articles report on industry trends, new products or techniques
- No peer review process
- Technical vocabulary, especially trade-specific terms, may be used
- Examples include: *Advertising Age, Variety, Information Today*

### Scholarly Journals
- Lengthy articles (5 - 50+ pages)
- Authors are authorities in their field
- Authors cite their sources in references or bibliographies
- Readers are specialists in the field
- Publications appear as few as 2 or 4 times a year
- Most have little or no advertising
- Illustrations are usually in the form of charts or graphs
- Articles focus on research reports, methodology and theory
- *Articles that are peer reviewed or refereed* refers to having experts in the field examine journal articles before acceptance for publication
- Vocabulary within the subject discipline is used
- Examples include: *Journal of Applied Chemical Technology, New England Journal of Medicine.*