

Publication Types: Scholarly, Trade, and Popular



Attributes	Scholarly	Trade	Popular (Magazines & Newspapers)
Content	Research, theory, data	Industry news/trends	Current events, entertainment
Purpose	Share academic knowledge	Inform professionals	Inform & entertain public
Authors	Professors, researchers	Industry experts, staff writers	Journalists/non-experts
Audience	Scholars, students	Professionals in a field	General public
Review	Peer-reviewed, citations	Edited, not peer-reviewed	Edited, not expert-reviewed
Ads	Few or none	Moderate, industry-focused	Heavy, consumer-focused
Appearance	Plain, charts/graphs	Glossy, some photos	Glossy, colorful, lots of photos
Frequency	Quarterly or semi-annual	Weekly or monthly	Weekly or monthly
Examples	<i>American Journal of Nursing, Arkansas Historical Quarterly</i>	<i>Community College Journal, Welding Journal</i>	<i>Time, Arkansas Democrat-Gazette, Sports Illustrated</i>