

SCHOLARLY VS. TRADE VS. MAGAZINES



	Scholarly	Trade	Magazine
Content	Articles reporting research, methodology, and theory	Short articles about a certain business or industry	Current events and general interest articles
Purpose	Share research and scholarly information with academic community	To inform those in a business or industry about relevant news, trends, and products	To inform, entertain, and elicit emotion regarding personalities, news, and general interests
Author	Researchers, professors; credentials provided	Members of a specific business, industry, or organization ; staff writers	Non-professionals ; Frequently journalists; may or may not have expertise
Audience	Scholars and researchers including college students	Industry professionals	General public
Review (Accountability)	Editorial board; some are peer-reviewed ; bibliographies	Editors working for publication; might have short bibliography; not peer-reviewed	Editors working for publication; not experts
Advertisement	Few , if any	Moderate ; geared toward products for industry professionals	Heavy ; numerous glossy ads and photos for lots of products
Appearance	Plain; black and white graphics/illustrations supporting findings	Glossy, colorful, and numerous photos	Glossy and large with lots of color pictures; catchy titles
Frequency	Quarterly or semi-annually	Usually weekly or monthly	Usually weekly or monthly
Citations	Bibliographies; footnotes/endnotes	None or very short bibliographies	None
Examples	<i>Journal of Abnormal Psychology</i> ; <i>American Anthropologist</i>	<i>American Libraries</i> ; <i>Education Week</i>	<i>Time</i> ; <i>Health</i> ; <i>Entertainment Weekly</i> ; <i>Sports Illustrated</i>