

Magazine or Scholarly Journal or Trade Publication

(Adapted from library guides at California State University, Sacramento)

POPULAR PERIODICALS (also called POPULAR MAGAZINES)

- Tend to have short articles (1-5 pages)
- Cover a wide variety of topic/subject areas with the intention of informing, entertaining, or persuading the readership (**Time, The New Yorker, National Review**). They may also cover a single subject area (**Sports Illustrated** or **Audubon**).
- Designed to attract a broad segment of the population.
- Use conventional/conversational language, as opposed to a specialized vocabulary.
- Provide articles written by journalists and reviewed by magazine editors.
- Provide articles often accompanied by photographs or other colorful illustrations.
- Include extensive and flashy commercial advertising.
- Publish articles that do not contain a bibliography or cited reference page. The reader cannot check the author's information by tracking down and reading the original information source.
- Issued frequently (i.e. come out weekly, bi-weekly or monthly).

SCHOLARLY PERIODICALS (also called PEER-REVIEWED JOURNALS)

- Contain original research or results of a study done in a specific subject area, reviews of the literature, and conference proceedings.
- Include lengthy articles (ten to fifty+ pages)
- Intended for an academic or scholarly audience and use technical or specialized vocabulary.
- Publish articles written by scholars, specialists, or researchers in the field.
- Publish articles reviewed by referees and/or editorial board of experts (the authors' "peers").
- Contain articles with abstract and bibliography of cited references. The cited references allow the reader to consult the same material that the author used in his/her research.
- Include articles with charts or tables and limited black and white illustrations.
- Produced under the editorial supervision of a professional association (e.g. Journal of the American Medical Association) or by a scholarly press (e.g. University of Washington Press).
- Contain little or no advertising or photographs.
- Issued less frequently than magazines (i.e. two to twelve times per year.)

TRADE PUBLICATIONS (also called PROFESSIONAL PUBLICATIONS)

- Intended for a very specific audience, usually professionals or administrators in business, education, or industry (e.g. **Parks & Recreation, Dance Teacher, or Food Management**).
- Contain regular columns of organizational news, as well as moderate length articles about current issues, techniques, practical information, and trends of interest to practitioners in the field.
- Include articles written by specialists in field and reviewed by magazine's editors.
- Limit advertising to appeal to those in the field.
- May have bright cover, some illustrations, or short bibliographies.
- Use technical language and jargon of the trade.
- Issued weekly or monthly to take advantage of fast-breaking changes in products or technology.