

What's the Difference?

Academic Journals vs. Trade Publications vs. Magazines

When you start your research in a database, the result list includes articles from various resources. The chart below explains the difference between the three most common sources of information – academic journals, trade publications and magazines.

Academic Journals



Examples

Harvard Business Review, American Journal of Marketing, Journal of Technology Studies

Style

Simple, one color or black and white illustrations

Advertisements

None



Article Length

Long

Purpose

To provide research findings and important information

Publication frequency

Monthly, quarterly, semi-annually or annually

Writing Style

Expert

Authors

Professors, graduate students, professionals

Content Review

Peer-reviewed (approved by a panel of experts in the discipline)

Trade Publications



Examples

AdWeek, Chef, Fire Management Notes, Library Journal, Publisher's Weekly

Style

Color photos, glossy or matte paper

Advertisements

Only those pertaining to the targeted industry

Article Length

Medium

Purpose

To inform or educate professionals in the industry

Publication frequency

Monthly or quarterly

Writing Style

Professional

Authors

Industry professionals

Content Review

Reviewed by industry editor

Magazines



Examples

People, Sports Illustrated, Time, Life, Martha Stewart Living, American Girl, Cricket

Style

Color photos, glossy paper



Advertisements

Many

Article Length

Medium or short

Purpose

To inform or entertain the general public

Publication frequency

Weekly or monthly

Writing Style

Casual

Authors

Staff writers, general freelance writers

Content Review

Reviewed by general editor

