

Publication Type: Scholarly or Trade or Magazine

Criteria	Scholarly Journal	Trade/Professional	Popular Magazine
Audience	Experts in the field, other researchers, students	Professionals , practitioners in a field	General public
Authors	Written by experts in the field, usually active researchers Articles are signed	Practitioners, journalists, researchers, Articles may or may not be signed	Journalists, freelance or employed by magazine Articles may or may not be signed
Focus	Research in a particular field; add to body of knowledge in that field Technical, lengthy, in depth, methods & results in detail	Best practices, Application, opinions, trends, news in a specific field Summary or fairly brief interpretation of research	General interest topics, trends, current events/news Summary, brief, limited detail
Advertising	None or very few ads	Products or services targeted to audience	Many ads, glossy, variety of products
Accountability	Peer reviewed, well documented, bibliography	May mention source – not always complete cites or bibliographies	Rarely cite references No bibliography
Examples	Journal of Manufacturing Science & Engineering , Nature, Shakespeare Quarterly	Architectural Record, Machine Design	Time, Rolling Stone, Science News