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, Chief, 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

### What’s the Difference?

**Academic Journals vs. Trade Publications vs. Magazines**

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