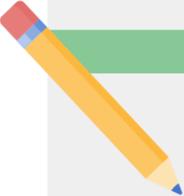


# What's the *Difference*?

## 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	Trade Publications	Magazines
		
Examples	Examples	Examples
<i>Harvard Business Review, American Journal of Marketing, Journal of Technology Studies</i>	<i>AdWeek, Chef, Fire Management Notes, Library Journal, Publisher's Weekly</i>	<i>People, Sports Illustrated, Time, Life, Martha Stewart Living, American Girl, Cricket</i>
Style	Style	Style
Simple, one color or black and white illustrations	Color photos, glossy or matte paper	Color photos, glossy paper 
Advertisements	Advertisements	Advertisements
None	Only those pertaining to the targeted industry 	Many
Article Length	Article Length	Article Length
Long	Medium	Medium or short
Purpose	Purpose	Purpose
To provide research findings and important information	To inform or educate professionals in the industry	To inform or entertain the general public
Publication frequency	Publication frequency	Publication frequency
Monthly, quarterly, semi-annually or annually	Monthly or quarterly 	Weekly or monthly
Writing Style	Writing Style	Writing Style
Expert 	Professional	Casual
Authors	Authors	Authors
Professors, graduate students, professionals	Industry professionals	Staff writers, general freelance writers
Content Review	Content Review	Content Review
Peer-reviewed (approved by a panel of experts in the discipline)	Reviewed by industry editor	Reviewed by general editor 