

Scholarly vs. Trade vs. Commercial Resources

| | Popular Magazines | Scholarly (including peer-reviewed) | Trade Publications |
|--------------------------------------|---|--|--|
| Content | Current events; general interest articles | Research results/reports; reviews of research (review articles); book reviews | Articles about a certain business or industry |
| Purpose | To inform, entertain, or elicit an emotional response | To share research or scholarship with the academic community | To inform about business or industry news, trends, or products |
| Author | Staff writers, journalists, freelancers | Scholars/researchers | Staff writers, business/industry professionals |
| Audience | General public | Scholars, researchers, students | Business/industry professionals |
| Review | Staff editor | Editorial board made up of other scholars and researchers. Some articles are peer-reviewed | Staff editor |
| Citations | May not have citations, or may be informal (ex. according to... or links) | Bibliographies, references, endnotes, footnotes | Few, may or may not have any |
| Frequency | Weekly/monthly | Quarterly or semi-annually | Weekly/monthly |
| Ads* | Numerous ads for a variety of products | Minimal, usually only for scholarly products like books | Ads are for products geared toward specific industry |
| Examples on Publisher Site | <i>Time</i> ; <i>Vogue</i> ; <i>Rolling Stone</i> ; <i>New Yorker</i> | <i>Journal of Southern History</i> ; <i>Developmental Psychology</i> ; <i>American Literature</i> ; <i>New England Journal of Medicine</i> | <i>Pharmacy Times</i> ; <i>Oil and Gas Investor Magazine</i> |
| Examples in Library Databases | <i>Time</i> ; <i>Rolling Stone</i> ; <i>New Yorker</i> | <i>Journal of Southern History</i> ; <i>Developmental Psychology</i> ; <i>American Literature</i> ; <i>New England Journal of Medicine</i> | <i>Pharmacy Times</i> ; <i>Oil and Gas Investor Magazine</i> |