Scholarly/Academic Journals

- Articles based on research and written by experts in a given field, usually scholars with credentials
- Expect readers to have a good understanding of the field (terminology, current concerns, etc.)
- Include extensive documentation
- Few photographs or advertisements
- Usually published by professional organizations
- Examples: Journal of Accounting Research, Journal of Advertising Research, Business Communication Quarterly, Business Case Journal, Journal of Financial Research

Trade Publications/Popular Magazines

- Articles written by staff members or freelance writers
- Aimed at a general, not an expert audience
- Include little or no documentation
- Contain photographs as well as extensive ads
- Published for commercial or editorial reasons
- Trade publications are geared to a particular industry: Advertising Age, U.S. Banker, Economist, Management Quarterly, Accountancy Age
- Popular magazine examples: Business Week, Forbes, Fortune, Time, Newsweek, U.S. News & World Report