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
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*