

## Identifying Periodical Types

There are various levels of scholarship found between scholarly journals, trade publications, and popular magazines. This guide is intended to help you distinguish between these publications.

### **Scholarly Journals**

A *scholarly journal* (also known as *peer-reviewed*, *professional*, *refereed*, or *juried*) contains articles and research by scholars and experts in a specific field who wish to share their research with other professionals. Articles are usually based on original research and have undergone a review process. This review process, known as "peer review," requires submitted articles to be reviewed by other scholars in the field (peers) to determine if they are worthy of publication. Scholarly articles can be identified by their technical and specialized vocabulary (jargon), author credentials, abstracts, and bibliographies. Scholarly journals are usually published monthly, quarterly, semi-annually, or annually.

Examples: *Journal of Marketing*, *Educational Research Quarterly*, *Southwestern Naturalist*

### **Trade Publications**

A *trade publication* is a commercial periodical restricted to the interests of a trade or industry. It is written by and for people working in a certain field or discipline and may include all or some of the following: current news in the field, product reviews and advertisements, new publication reviews, job advertisements, articles on new techniques/trends, statistical data, upcoming events, etc. Since trade publications are focused towards a specific group of people, some use of professional terminology is present and articles are usually reviewed by professional editors.

Examples: *Food and Drink Technology*, *American Nurse*, *American Quarter Horse Journal*

### **Popular Magazines**

A *popular magazine* (also known as *general interest magazine*) contains current events and general interest articles written by journalists and freelance writers for the general public. Articles in popular magazines are characterized by relatively short articles that are written in non-technical language. Author credentials, abstracts, and bibliographies are rarely included. Popular magazines are typically published weekly or monthly.

Examples: *People*, *Rolling Stone*, *Newsweek*, *Time*, *U.S. News and World Report*