

Popular Magazines vs. Trade Magazines vs. Scholarly Journals

	POPULAR MAGAZINES	TRADE MAGAZINES	PEER-REVIEWED JOURNALS
Appearance	<ul style="list-style-type: none"> • Cover images • Glossy paper • Color photos/illustrations • Each issue starts with page 1 	<ul style="list-style-type: none"> • Cover depicts industrial or business setting • Glossy paper • Color photos/illustrations • Each issue starts with page 1 	<ul style="list-style-type: none"> • Plain cover • Plain paper • Black & white graphics/illustrations • Pages numbered consecutively throughout each volume (year)
Audience	Nonprofessionals	Members of a specific business, industry or organization	Researchers and professionals
Content	<ul style="list-style-type: none"> • Personalities, news, and general interest articles • Articles written by staff, may be unsigned 	<ul style="list-style-type: none"> • Industry trends, new products or techniques, and organizational news • Articles written by staff or contributing authors 	<ul style="list-style-type: none"> • Research projects, methodology, and theory • Articles written by contributing authors
Review	Editorial review; no references or bibliography	Editorial review; may have short list of references or bibliography	Peer review or "referee"; contains list of references, sources, or a bibliography
Ads	Heavy	Moderate; all or most are trade related	Few or none
Examples	<ul style="list-style-type: none"> • <i>Gourmet</i> • <i>Travel & Leisure</i> • <i>National Geographic</i> • <i>Condé Nast Traveler</i> 	<ul style="list-style-type: none"> • <i>Beverage World</i> • <i>Meetings & Conventions</i> • <i>Hospitality Design</i> 	<ul style="list-style-type: none"> • <i>Event Management</i> • <i>Journal of Heritage Tourism</i> • <i>International Journal of Tourism Research</i>

Peer Review refers to the policy of having experts in the field examine journal articles before acceptance for publication. Peer review insures that the research described in the article is sound and of high quality. Sometimes the term "refereed" is used instead of peer review.

Adapted from Colorado State University Libraries: <http://manta.library.colostate.edu/howto/poplr.html>