

Criteria	Scholarly Journal	General Interest	Popular Magazines	Trade Publications
	<i>JAMA: The Journal of the American Medical Association</i>	<i>National Geographic</i>	<i>Sports Illustrated</i>	<i>Advertising Age</i>
Audience	Researchers and experts in the subject area	Educated audience	General public	Aimed at people in the industry or organization
Authors	Researchers and experts in the subject area. Names and credentials are provided.	Editorial staff, scholars or freelance writer. Credentials not provided.	Staff writer or a free-lance writer. Credentials often not provided.	Members of trade/profession.
Format	Articles often have: abstract, literature review, methodology, results, conclusion, bibliography graphs, tables. Articles long.	Attractive in appearance, heavily illustrated generally with photographs.	Slick and glossy with an attractive format. Articles are short, providing broad overview of the topic.	Heavily illustrated with tables, charts and photos.
Language	Terminology, jargon and the language of the discipline covered; reader is assumed to have knowledge of the topic.	Terminology, jargon and the language of the discipline covered; reader is assumed to have knowledge of the topic.	Slick and glossy with an attractive format. Articles are short, providing broad overview of the topic.	Language of practitioners in the industry or profession; focuses on practical topics of interest to practitioners.
Purpose	To inform, to report, or to share original research, experimentation or scholarship with the rest of the scholarly community.	To provide general information to a wide, interested audience.	To entertain, persuade or inform the general public.	To provide news and information to people in a particular industry or profession.
Publisher	A professional organization, a university, or a scholarly press.	Commercial enterprises for profit; widely distributed.	Commercial publisher. Published for profit and widely distributed.	Most often published through a professional association.
References	References are always cited and should be expected. Frequently have extensive bibliographies.	Occasionally cites sources.	May contain vague referrals to “a study published at” or “researchers have found” with no other details	Not extensively documented, provide few footnotes, and rarely include bibliographies.
Peer Review	References are always cited and should be expected. Frequently have extensive bibliographies.	Editorial board.	None. Article acceptance is based largely on the topic’s consumer appeal.	Editorial board.