

## Journals, Trade Publications and Magazines: What's the Difference?

The chart below explains the differences between the three most common sources of editorial outlets—academic or scholarly journals, trade publications and consumer magazines.

Academic or Scholarly Journal	Trade Publication	Consumer Magazine
<b>Examples</b>	<b>Examples</b>	<b>Examples</b>
New England Journal of Medicine, Journal of Technology Studies	Innovation & Tech Today, Work Design, InformationWeek	People, Huffington Post, New Yorker
<b>Purpose</b>	<b>Purpose</b>	<b>Purpose</b>
To disseminate original research findings, reviews of existing research, or scholarly discussions	To advance a profession or industry, share news, information, trends, technologies and opinions	To entertain and inform about current events and popular culture
<b>Audience</b>	<b>Audience</b>	<b>Audience</b>
Professional or academic researchers	Experts in a specific industry or trade	General population
<b>Authors</b>	<b>Authors</b>	<b>Authors</b>
Professors, scholars, researchers, and students within a specific discipline	Industry specialists and staff journalists with subject expertise	Staff journalists and pre-approved contributors
<b>Writing Style</b>	<b>Writing Style</b>	<b>Writing Style</b>
Expert, complex language, extensive bibliography	Professional, may include industry jargon, may include references or sources	Casual, simple, and non-technical
<b>Article Length</b>	<b>Article Length</b>	<b>Article Length</b>
Long: 5,000-10,000 words	Short to medium: 800-1,800 words	Medium: 1,200-1,800 words
<b>Frequency</b>	<b>Frequency</b>	<b>Frequency</b>
Quarterly, semi-annually, annually	Daily, weekly, monthly, bi-monthly	Daily, weekly, monthly
<b>Content Review and Acceptance Process</b>	<b>Content Review and Acceptance Process</b>	<b>Content Review and Acceptance Process</b>
Blind peer review by an editorial review board or external panel of experts, low acceptance rate averaging 32%	Content is reviewed by internal editors prior to publication. When working with Trade Press Services, acceptance is guaranteed.	Rarely publish articles provided by outside contributors
<b>Publisher</b>	<b>Publisher</b>	<b>Publisher</b>
Industry associations, academic press	Industry associations and commercial groups	Commercial groups

**In terms of circulation, the more targeted and specific the audience is, the smaller the readership figures are likely to be. Smaller circulations do not detract from the quality of a publication and higher circulations do not necessary indicate a high-quality outlet.**