

## Peer-Reviewed Journal or Trade Publication: Which Is Right for You?

Many of our EB-1 visa clients have questions about peer-reviewed journals. Peer-reviewed articles are written by and for researchers, scholars and academics. On the other hand, articles in trade publications are written by industry experts for industry experts. To determine which type of article is right for you, ask yourself the following questions.

1. Do you work in a scientific or academic area?
2. Have you conducted an independent research study or a review of current research in your area?
3. Is your goal to share research with an academic community?
4. Are you willing to wait 9-12 months for your article to be published?
5. Are you prepared to have your work undergo a rigorous assessment that involves review and approval by peers in your area of expertise?
6. Are you able to develop an article that meets the extensive content, editorial and formatting requirements established by individual journals?
7. Do you understand that even after your article is researched, written, formatted and submitted, it may be rejected by the publication?
8. Do you want to publish sooner rather than later?
9. Is your goal to write about industry news, trends, professional skills or your opinions?
10. Do you want to speak directly to other industry professionals and practitioners?
11. Is your primary goal to establish extraordinary ability in your industry?
12. Do you have expertise to share that can help individuals and businesses address common challenges, enhance productivity, and improve profitability?
13. Do you have a unique story to share or real-life instance of how your work has solved problems for clients?

**If you answered “yes” to most questions 1-7, you may be a candidate for publishing in a peer-reviewed journal.**

**If you answered mostly “yes” to most questions 8-13, you are better suited as a contributed author for trade publications.**

To see a side-by-side comparison of how peer-reviewed journals, trade publications and consumer magazines differ, [download our infographic here](#).