

# Trade VS. Scholarly Journals

Popular magazines, trade journals, and scientific journals all have different areas of emphasis, and each is written for, and read by, a different audience. The chart below illustrates the differences between the three.

POPULAR MAGAZINES	TRADE JOURNALS	SCIENTIFIC JOURNALS
Written for a popular audience.	Written for people employed in a specific industry or business, written by staff or contributing authors	Written for scientists, professors and researchers, by contributing authors, usually scientists and researchers themselves.
Articles are reviewed by authors before being published.	Articles are reviewed by editors before being published.	Articles go through a strict review process by fellow scholars before being published
Personalities, news, and general interest articles.	Describes events, people and techniques within a particular field	Showcases original research and experimentation to the rest of the scholarly world.
Useful for getting easy-to-read information about a particular subject.	Useful for finding out news within an industry, or for profiles of industry leaders.	Useful for writing papers, or discovering the latest development within a field
Focused on a wide array of topics.	Focused on the practical end of an industry	Focused on the scholarly aspects of an industry.

Remember that the Sowela Library & Learning Resource Center is always available to help you answer these questions!

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