### Comparing Scholarly Journals with Magazines

<table>
<thead>
<tr>
<th>Academic journals</th>
<th>Trade journals</th>
<th>Popular journals</th>
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<tbody>
<tr>
<td><strong>Audience</strong></td>
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<tr>
<td>Specialised audience including other scholars, professionals, or students familiar with the field</td>
<td>Industry or topic based</td>
<td>Wide audience</td>
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<tr>
<td></td>
<td>Specific industry, trade, organization, or profession; jargon often used</td>
<td>General public</td>
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<tr>
<td><strong>Authorship</strong></td>
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<tr>
<td>Researcher or scholar in the field; credentials listed including the author’s affiliation</td>
<td>Staff writers, freelance authors. Authors’ details may be included.</td>
<td>May not include an author, but if it does it could be a journalist, freelance writer, or the editorial staff.</td>
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<tr>
<td><strong>Purpose of the publication &amp; it’s content</strong></td>
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<tr>
<td>To report original research, experiments, or theories. Often includes review articles</td>
<td>To describe issues, problems, or trends in the field. They may include case studies and industry news. Usually they are short articles</td>
<td>Short articles intended to inform or entertain. Content is broad focusing on current events and news</td>
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<tr>
<td><strong>Peer reviewed (refereed)</strong></td>
<td>Often but not always</td>
<td>Generally not refereed but may contain individual refereed articles</td>
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<tr>
<td><strong>Language</strong></td>
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<tr>
<td>Uses technical language</td>
<td>Uses jargon from the industry / profession</td>
<td>Non-technical, often simple language</td>
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<tr>
<td><strong>Abstract (summary)</strong></td>
<td>Includes abstracts</td>
<td>May include a short abstract</td>
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<tr>
<td><strong>Reference list</strong></td>
<td>Includes many references Always having footnotes or bibliography/reference lists</td>
<td>Sometimes only 3-4 references but usually not</td>
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<tr>
<td><strong>Advertising</strong></td>
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<tr>
<td>Limited</td>
<td>Advertising usually restricted to an industry / profession</td>
<td>Includes extensive advertising</td>
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<tr>
<td><strong>Publisher</strong></td>
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<td></td>
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<tr>
<td>Professional association or commercial enterprise</td>
<td>Trade association or commercial enterprise</td>
<td>An interest organization or commercial enterprise</td>
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<td><strong>Appearance in print?</strong></td>
<td></td>
<td></td>
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<tr>
<td>• Sombre, serious • may have charts, graphs, equations • limited advertising • little or no colour</td>
<td>• Cover depicts industry setting • glossy paper • pictures and illustrations in colour • advertising related to the field • each issue starts with page 1</td>
<td>• May have glossy pages • may have colourful photos and images • lots of advertising</td>
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<td><strong>Examples</strong></td>
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<tr>
<td>• <em>International Journal of Sociology</em> • <em>Addiction</em> • <em>Dementia: The International Journal of Social Research and Practice (Gale).</em></td>
<td>• <em>NSW Police Gazette</em> • <em>Rural Nurse</em> • <em>Australian brewers’ journal</em></td>
<td>• Australian gourmet traveller • Cosmopolitan • PC World</td>
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