

Criteria	Scholarly & Peer Reviewed Publications	Trade Publications	Popular Magazines
Purpose	To share research with the academic community	To inform about business or industry news and trends	To inform and entertain
Content	Research, results, reports, and theories	Business or industry articles	News, cover stories, editorials
Author	Scholars and researchers	Staff writers and industry professionals	Staff writers, journalists, and freelancers
Audience	Scholars, researchers, students	Professionals within the industry	General Public
Reviewed By	Scholars and researchers	Staff editor	Staff editor
Citations	Bibliographies, references, endnotes, footnotes	Few, may or may not have any citations	None
Examples	Journal of Accountancy, Journal of Sports Medicine and Physical Fitness	InfoWorld, Computer Graphics World; Paralegal Today	National Geographic, Smithsonian, The Economist, Health, Rolling Stone

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