


| | Popular | Trade | Scholarly |
|----------------|---|---|--|
| Examples |  <p>Cover Credit: Photograph by Grant Cornett for TIME February 24, 2014</p> |  <p>Teresa M. Carboni</p> |  <p>American Journal of International Law</p> |
| Appearance | Glossy paper Many color photos Lost of ads | Some glossy pages Some graphs & tables Advertisements relating to the trade | Serious , somber look Mostly black and white Graphs & tables Few color photos |
| Audience | The general public | Members of a trade or industry | Scholars, academics |
| Content | Shorter articles Variety of topics – sports, news, fashion, etc. | Useful information for members of that trade / industry Job listings | Usually longer articles Original research Original interpretations of data In-depth analysis |
| Authors | Journalists or professional writers Staff members of the magazine | Professionals or experts in that trade / industry | Experts or specialists (professors, researchers, students) |
| Editors | Magazine's editorial staff Copy editors look at spelling, grammar | Magazine's editorial staff Some have a peer-review process, but not all | Peer-Review process Board of experts in the field review and evaluate the articles |
| Bibliographies | Rarely cite resources | Sometimes provide a bibliography | Always cite sources and references |