

PERIODICAL TYPES	Newspapers	Magazines (Popular/Consumer)	Trade Journals (or Magazines)	Scholarly Journals
Example Titles	<i>The Globe & Mail, The Wall Street Journal</i>	<i>Fast Company, Fortune, Maclean's</i>	<i>Harvard Business Review, HR Professional, Pivot</i>	<i>Entrepreneurship Theory and Practice, Journal of Business Ethics</i>
Content	Current events, general interest, local, regional and/or global focus Topic coverage can be very broad	General interest Topic coverage can be broad or related to a specific subject area	Industry news & trends Topics related to a specific trade or profession	Original research, in-depth analysis Topics are usually discipline or subject specific
Audience	General	General	Professional	Academic, Specialized
Authors	Freelance writers, reporters or journalists	Freelance writers, reporters or journalists	Industry experts, practitioners or professionals in a field. Credentials & affiliations may be noted	Academics, researchers. Credentials & institutional affiliations noted
Publisher	Commercial	Commercial	Industry associations or organizations	Academic presses, research institutes, universities

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PERIODICAL TYPES	Newspapers	Magazines (Popular/Consumer)	Trade Journals (or Magazines)	Scholarly Journals
Frequency	Daily, sometimes Weekly	Usually Weekly or Monthly	Usually Weekly or Monthly	Varies, Monthly, Quarterly, etc.
Abstracts	No	No	Sometimes	Yes, most of the time
Article Length	Varies, but usually short	Varies, but usually short to moderate in length	Varies, but usually short to moderate in length	Varies, but often lengthy
Language	Simple, non-technical, plain language	Simple, non-technical, plain language	Plain language with some technical terminology	Formal language with very specialized vocabulary
Review Process	Content reviewed by editor or editorial staff of publication	Content reviewed by editorial staff of publication	Content reviewed by editorial staff of publication	Content often <u>peer-reviewed</u> by experts in the field
References / Bibliography	Not usually included	Not usually included	May be included	Always included
Ads	Yes, many of them	Yes, many of them	Yes, usually industry related	Few or none

🎥 Watch [this video](#) to learn more about periodical publications and their characteristics.