Review of Periodical Types

**Popular Magazines**
- Characteristics:
  - Eye-catching cover
  - Colorful images
  - Lots of ads
  - Audience is nonprofessionals
  - Contains personalities, news, & general interest articles
  - Articles written by staff, may be unsigned
  - Accountable to an editorial review board
  - No bibliographies
  - Examples: *People, Health Parents*

**Trade Journals**
- Characteristics:
  - Cover depicts industrial setting
  - Colorful images
  - Moderate ads; trade related
  - Audience is practitioners in a specific industry
  - Contains industry trends, news, products, and techniques
  - Articles written by staff or contributing authors
  - Accountable to editorial review board
  - May have short bibliographies
  - Examples: *NAVTA Journal, Michigan Nurse*

**Scholarly Journals**
- Characteristics:
  - Plain cover
  - Black/white graphics
  - Little to no ads
  - Audience is researchers and professionals
  - Contains research projects, methodology, and theory
  - Accountable through a process of peer-review refereeing
  - Articles written by contributing authors
  - Examples: *American Journal of Nursing, Journal of Organizational Behavior*