**Academic Journals (aka Scholarly Journals)**

Academic journals in business disciplines generally publish in-depth articles written by academics conducting research into specific, narrow topics. Authors are usually faculty at academic institutions and not professional journalists employed by the journal. Extensive citations and references are included, enabling readers to verify information. Articles in most academic journals are peer reviewed by experts in the field prior to being accepted for publication. The target audience is primarily other business researchers, academics, and students. The language used can be very dense and technical, with terms specific to a narrow field of study. Most academic journals are produced in black and white and might include graphs, charts, and tables. Photographs are rarely seen in an academic journal. Journals are offered on a subscription basis, with many users accessing them online through academic libraries. Advertising is rarely included. Examples include Journal of Management, Journal of Marketing, Journal of Operations Management, Strategic Management Journal, Journal of Advertising Research, Tourism Management, and Journal of Supply Chain Management.

**General Interest Business Publications:**

These publications offer articles on businesses and business professionals. Professional journalists on staff with knowledge of business generally write the articles, but guest authors may write some articles. Topics covered vary from profiles of companies or individuals to general discussions of topics of interest to people working in business, including finance, management, marketing, strategy, etc. Articles are not peer reviewed. Language used is easy to understand, with business terms sometimes explained for readers. Many are published as magazines, with glossy color photos of individuals and company facilities, but some are published in newspaper-like formats with lower quality photos. Most charge a subscription fee and may also be available on a per-copy basis at newsstands. Advertising varies from ads aimed at managers who make business decisions for their firms (B2B) to consumer ads targeting higher income households (B2C.) Some have national or international editions, while some are published for specific metropolitan areas. Examples include Wall Street Journal, Fortune, Business Week, Harvard Business Review, and Crains Chicago Business.

**Trade Publications (aka Trade Journals)**

Trade publications offer current news articles of interest to those working in a specific industry. Articles are written by staff writers or, in some cases, others with knowledge of the industry. The language used may include industry-specific terms not familiar to the public or even businesspeople in other industries; however, the overall language is easily understood by most readers. Articles are not peer reviewed. They are distributed to people who work in a specific industry and are not generally available for purchase by the public. In some cases, they may be distributed free of charge to those working in the industry, and in other cases they may charge a subscription fee. They also typically carry advertising targeted at those working in the industry. Examples include Chain Store Age, U.S. Banker, Manufacturing News, Travel Weekly, Advertising Age, Nations Restaurant News, and Modern Grocer.