

Journal Checklist Worksheet

Publishing Information

What is the name of the company/organization that publishes the journal?

How many times a year is it published?

Are there any advertisements in the magazine?

If there are ads, would you categorize them as:

- of broad appeal
- geared toward a specific market

List 3 products advertised to support your choice.

How would you classify the paper in the journal? (Can select more than one)

- glossy
- heavy
- thin
- matte

Do the articles use color in any of the following: graphics, pictures, or text?

Are there fragrance samples, mail-away-for-more-info cards or other inserts in the magazine?

Who is the primary audience for this journal?

Content Information

Do the majority of articles have an author listed?

Is there any biographical information (place of employment, title, etc.) listed for most/all of the authors?

Is there a statement to prospective authors about submitting articles?

Do the articles have abstracts?

Do the articles have bibliographies?

Are the articles easy to understand or do you have to be an expert in a specific field?