

Trade Journals

These are print resources to help you locate the title of a trade journal. They are all shelved on the 1st floor of King Library in the Reference Section.

Bacon's Magazine Directory King Ref Z 286.P4 B33 2005

Lists trade publications by category.

Business Publication Advertising Source King Ref HF 5905 .S723 2004 pt. 1-3

Lists trade publications by topical headings, v. 1--General, v.2--Healthcare, v.3--International.

Working Press of the Nation King Ref Z 6951 .W6 2003 v.1-3

This is a partial list of trade journals currently subscribed to by King Library. All journals in King are now shelved by Call # on the first floor in the periodical area.

JOURNAL TITLE	CALL #
Advertising Age	HF 5801 .A276
Adweek	HF 5801 .A42
Aftermarket Business	HD 9710.3 .H6
Agri Marketing	HD 9475 .A575
Air Transport World	HE 9761.1 .A45
American Printer	Z 119 .I56
Amusement Business	GV 1851.A3 A55
Athletic Business	GV 743 .A745
Automotive Design & Production	TJ 1180.A1 P7
Automotive News	TL 1 .A865
B to B (industrial marketing)	HF 5801 .I45
Beverage Industry	HD 9348.U5 B6
Beverage World	TP 659.A1 N3
Brandweek	HF 5801 .A43
Broadcasting & Cable	TK 6540 .B85
Business Insurance	HG 8011 .B87
Candy Industry	HD 9999.C72 C2
Chain Store Age	HF 5468 .C43
Cosmetics & Toiletries	TP 983 .A222
Daily News Record (men's fashion)	HD 9850.1 .D3
Dairy Foods	HD 9275.U3 D33
Drug Store News	HD 9666.1 .D74
Drug Topics	HD 9665.1 .D785
DSN Retailing Today	HF 5001 .D5
Electric Light & Power	TK 1 .E213
Electronic Business	HD 9696.A3 U5376
Footwear News	TS 989 .F64

Franchising World	HF 5429.23 .F726
Frozen Food Digest	TP 493.5.A1 Q5
Global Cosmetic Industry	HD 9650.1 .D34
Hotel & Motel Management	TX 901 .H83
Household & Personal Products Industry	HD 9999.S7 H66
Jane's Defence Weekly	UF 530 .J35
Journal Of Financial Services Marketing	HG 1616.M3 J785
Modern Materials Handling	TS 149 .M63
National Real Estate Investor	HD 251 .N36
National Underwriter	HG 8751 .N3
Nation's Restaurant News	TX 901 .N37
Playthings	TS 2301.T7 A3
Progressive Grocer	TX 343 .P7
Public Utilities Fortnightly	K 16 .U23
Publishers Weekly	Z 1219 .P98
Purchasing	HF 5001 .P8
R&R (Radio & Records)	PN 1991.67.P67 R33
Restaurant Business	TP 628 .S7
Retail Merchandiser	HF 5001 .D2
Retail Traffic	HF 5430 .S56
Sales & Marketing Management	HF 5438 .A34
Secured Lender.	HF 5565 .C65
Security Management	HD 38 .I53
Services Marketing Quarterly	HF 5410 .J735
Snack Food & Wholesale Bakery	TX 761 .C9
Sport Marketing Quarterly	GV 716 .S6355
Sporting Goods Business	HD 9992.U5 S86
Stores	HD 9951 .N36
Street & Smith's Sportsbusiness Journal	GV 716 .S77
Supermarket News	HD 9321.1 .S863
Tea & Coffee Trade Journal	HD 9195.A1 T3
Television Week	PN 1990 .E44
Tobacco International	HD 9130.1 .T594
Travel Weekly	G 155.A1 T67
Variety	PN 2000 .V3
Vending Times	HF 5483 .V455
Ward's Auto World	HD 9710.U5 W33