Abstract

This bachelor thesis compares lifestyle magazines with lifestyle supplements of Czech newspapers based on quantitative analysis.

The theoretical part is focused on the analysed media – it describes their history, current situation and briefly characterizes specific titles with focus on lifestyle. Part of the text deals with media commercialization, which, as a trend, undeniably belongs to present day's media. In addition to general definitions, advertising is discussed in more detail in relation to printed media and the tendencies to eliminate the boundaries between commercial and non-commercial content.

The practical part consists of analysis of selected magazines and newspaper supplements. The researched material used is, in each case, three-month worth of issues of lifestyle magazines Elle and Harper's Bazaar as well as newspaper supplements Esprit LN and Proč ne?!. The objective of this analysis is to confirm or reject the hypothesis, that lifestyle magazines published in the form of free newspaper supplements include less editorial text and more advertisements and visual content than standalone lifestyle magazines.