

Abstract

This Master's thesis focuses on the current luxury print media, which are published in the Czech Republic and are intended for the general public. At first, a theoretical part introduces the entire contemporary print media market, with an emphasis on periodically published titles. The thesis also deals with factors, that affect the form of these titles and media in general, using knowledge of a political economy of communication. Subsequently, the thesis shifts attention to its main topic – a luxury in general and luxury magazines. These magazines are described and set in the context of niche media. The thesis also summarizes knowledge about advertising. The research uses a qualitative research method with a partial application of a quantitative method: categorization, description, and comparison. It brings a summary of all currently published luxury periodicals, which are categorized based on thematic focus, periodicity, price, and publisher. The main part of the research is an analysis of ten titles (*53x11*, *Můj dům*, *Motorbike*, *Dolce Vita*, *Bylinky Revue*, *SCORE*, *Kreativ*, *Vesmír*, *FC* and *dTest*), in which a self-presentation, a target reader, a content, and a graphic design are described and evaluated. Part of the analysis also deals with advertising content and its relationship to editorial content. Based on the findings of the research, own definition of luxury titles is given at the end of the thesis.