

The bachelor thesis entitled “Mobile operator’s corporate magazines: ČiliChili and Charger” aims to cover contents of corporate magazines for customers. Issues of two separate magazines are analysed over a span of three-year period from 2017 to 2019, when total of 35 prints and 22 web adaptations were published.

As these types of magazines vary from the titles published for the general public, the present thesis’ theory covers their history, specifics and blending with fields such as marketing and PR. It also offers a view into making of native advertising, content marketing or journalism, which intertwine with the marketing tool which corporate publishing is.

The practical part of the thesis uses methods of quantitative content analysis to quantify the ratios of different topics categorized into content unrelated with business activities of the particular company as well as commercial articles, CSR themes and many others. By using these methods, the thesis unfolds real ratios of commercial communication compared to the total volume of chosen titles, which sometimes amounts up to the half of the total contents of the publications. It also identifies key topics and development of their communication together with possible trends in that field.

Research results state that the choice of key topics and dividing total content into commercial and non-commercial depends on long-term communication strategy of the particular companies, and trends may vary throughout different magazine titles.