Bachelor thesis "Quantitative content analysis of the magazine Moje psychologie" deals with the content of this monthly published lifestyle magazine from the Mladá fronta a.s. publisher. If subjects of the articles are mostly psychological, what is supposed by the sub-title of the magazine "the only one monthly published magazine which deals with what we are and not only how we look like". This fact would be very rare among today's lifestyle magazines and that is why I want to know if it's true. I will try to find this out by the help of quantitative content analysis made on selected articles, which will be carefully measured, separated into created categories by their themes and traded off by their cubic capacities. These measurements will be made on ten randomly selected publications from the whole timeline of publishing (November 2006 – today). From these measurements will rice a few tables, which will show us the reality of mostly used themes. At the same time I will also solve the question of authorship of the articles, because the fact if the articles are written by a usual editor or by a specialist from the psychological field also plays a role. The last one from the measured values will be products offered in the advertisements. If also the advertising space goes hand in hand with the sub-title and doesn't classify beauty on the first place. At the end of my work will all these measured data about articles, authorships and advertisements be compared and evaluated.