

This bachelor thesis is concerned with the presence of the German publishing house Heinrich Bauer Verlag in the Czech Republic, active on the Czech market through the daughter company Bauer Media, v. o. s. (hereinafter as Bauer Media). Heinrich Bauer Verlag acts as a worldwide media group and is covered by Bauer Media Group.

The main goal of my thesis is to analyze the position of Bauer Media on the Czech media market. At the same time I focus on the development of the mother company. As an analysis method I use the evaluation of the chronological development of both of the companies with an emphasis on the most fundamental circumstances. In case of Bauer Media I compare the observations with the development of the Czech magazine market. Further I analyze especially the specific data about paid circulation and magazine readership of the magazines published by Bauer Media because magazines are the primary focus of the Czech company, as well as the mother company.

The bachelor thesis is divided into three main parts. In the introductory theoretical part I explain various theories and definitions which are linked to the topic of the bachelor thesis. The following part focuses on the position of Bauer Media Group in Germany and worldwide. I also briefly introduce the presence of the company in Great Britain and the United States of America. The main regard is nevertheless paid on Germany where the history of the company has began and where the market is fundamental for the company, despite the increasing share of the other countries on the total turnover of the company in the past few years.

In the third part of the thesis I outline the development of the daughter company Bauer Media. Magazines published by Bauer Media represent the core of this part. I put an emphasis on the analysis of the content and focus groups of these titles and I subsequently explore the data about the magazines' paid circulation and magazine readership. Further I compare these data with the data of other rival publishing houses in purpose to compare the market position of Bauer Media. The paid circulation and magazine readership also reflect the eventual success of the magazines. At the same time I use this information with regard to the development of the company in the past few years.