

## **Abstract**

This bachelor thesis deals with the annual report as an instrument for accounting, financial and marketing purposes. It focuses on the use of annual reports as to meet the Czech accounting law and as an instrument of marketing communication.

The role of the annual report as a support by forming the corporate identity is being highlighted and mentioned often over the last few years. The aim of this thesis is to focus on this fact and determine whether the companies make a use of this function or not.

This work describes the basic functions and content of annual reports focusing on the latest trends. Its main objective is to discover whether the compared publishers Bauer Media and Sanoma Media use the annual reports only to fulfill the obligations imposed by law, or also as a marketing tool that would help to strengthen the brand's position.

Bauer Media and Sanoma Media were chosen for this comparison because of their international presence and a similar position in the Czech magazines market.

The bachelor thesis is divided into two parts – a theoretical one and a practical one.

The theoretical part first describes the basic characteristics of annual reports and both companies are introduced. The practical part deals with the analysis of annual reports of publishing houses Bauer Media and Sanoma Media in 2008.

In the conclusion part, the results of the analysis are evaluated and recommendations to the companies in the future are proposed.