

The bachelor work deals with magazines on mobile communications that were published in the Czech Republic between 1996–2011. This bachelor work focuses on 8 unique titles published during that period.

The first part is devoted to the development of the telecommunication market as well as the mobile phone market. One of the important parts involves a description of the published titles. The magazine called Mobility was the longest-published magazine on mobile communication and therefore, it is discussed in more details and in addition quantitative content analysis is also provided in this study. Other titles are briefly introduced. For all magazines the additional information such as year of publishing, publisher's name and sample of cover page is provided.

The development of the market for mobile communication is described in three time periods. These periods are as follows: from 1996 to 2003 when only two titles were published, from 2004 to 2008 when all monitored titles were published, from 2008 to 2011 when only magazine Mobility was published.

The final section deals with the development of printed and online media and compares the readership and audience size of these two platforms. The last chapter describes only the magazine Mobility and discusses possible reasons why this magazine stayed on the market for the longest time.