This thesis discusses the development of the Czech media market after 1989 in context of political economy of the media. Its author observes the main trends in development of the commercial media market – especially print media market – in the Czech Republic and abroad, as these trends had a crucial influence on the development of Czech media after disruption of the Soviet Bloc and when the democratic and market environment has been established. Besides that, the work searches for the particular economic aspects of the media market defined by the leading critics in the media research sphere and, at the same time it tries to apply them on the Czech print media market. All of these findings are summarized into hypothesis at the last chapter, which are tested by quantitative media content analysis and columns and supplements analysis on the sample of Czech dailies. The results confirm the aspects of this influence and brings a new subjects to the further research which could describe a particular examples of influence of commercial sphere on media more in depth.