Theoretical part of this thesis is about women's magazines in the Czechoslovakia and in the Czech republic. The introductory chapters are about its characteristics, division and historical development. It describes current state in the Czech magazine's market, stratification of women's magazines, it also describes broadly media influence and apply these theoretical knowledge to women's magazines. The important chapter is chapter Media and Gender, which explains the term gender, compares men's and women's magazines and presents criticism of women's magazines from gender point of view. Methodological part is insight into the choice of method and choice of samples. This part contains also basic characteristic of researched magazines. Research part describes the representation of successful woman according to women's magazines, what is the difference in each magazine and it also shows the changes of view of successful woman in researched period.