

Abstract

The Master's thesis focuses on the current on-board magazines of carriers operating in the Czech Republic. On-board magazines, ranking among the customer magazines are set in the context of marketing and media communication and subsequently defined on the basis of distinctive content and formal characteristics and communication objectives. There are seven current on-board magazines analyzed within the thesis (*Review, Travel Service Magazine, ČD pro vás, Žlutý, LEO Express, Leopold* and *Můj vláček*). Methodological background of this thesis is the qualitative content analysis, specifically two partial research methods: description and comparison. It evaluated thematic structure of each journal, graphic design and linguistic level, the historical development and the distribution method. Part of the analysis is also focused on blending of advertising and editorial content, which were investigated through framing analysis. The results of the qualitative analysis were verified by questionnaire survey.