

This diploma thesis examines the journal Sport Magazine—a Friday supplement of Daily Sport—from 1997 to 2012. The introductory part of the thesis deals with the history of the journal and its publishing company, using MML research and other surveys to determine which sports were popular among readers and which themes readers prefer in the magazine. The thesis follows the development of the magazine at five-year intervals. It analyses the content of all magazine editions in each of the years 1997, 2002, 2007 and 2012, and attempts to define the range of the magazine – to which sports themes was the magazine devoted, regular sections, and what was the proportion of advertising. In the end, all years are compared and the thesis observes the development of the magazine over the entire fifteen-year period.