

Abstract

The diploma thesis deals with corporate magazines, namely those that are aimed at customers. Customized corporate periodicals include selected magazine ČiliChili. It is examined in terms of marketing and media communication. The paper summarizes the history and current situation in the field of corporate periodicals, available literature and theory. The methodical basis of this thesis is quantitative content analysis and qualitative method - oral history method. The analysis focuses mainly on linking editorial and marketing content. The editorial part examines the scope of contributions, text and image structure, themes, the presence of marketing tools, their language, and so on. The work also examines the trends of the magazine from 2004 to 2016. The interview method with witnesses complements the work of otherwise inaccessible information. The results of the quantitative analysis are summed up together with the information obtained from the interviews with the witnesses.