

This bachelor's thesis aims at mapping the history of the football magazine Hattrick, which has been published in the Czech Republic since October 1999. In an attempt to elaborate on the development of the magazine, I will first try to document the social background at the time of the magazine's launch, and to describe the competitive environment (albeit not very broad) and the titles that preceded the issuing of Hattrick or subsequently shared their readership. The main objective of this paper is the introduction of Hattrick as the most significant contemporary Czech periodical fully devoted to football and the analysis of content and other changes in the first ten years of its existence. The thesis focuses on the development of individual columns, which underwent gradual alterations, reflecting personal changes in the editorial team and the financial situation. In the chapter Football shifts on the background of time, I will attempt to analyze football as a social phenomenon and the way its perception changed in the Czech society in the period between 1999 and 2009. The shifts will be supported by several materials published in Hattrick. In the final part of my paper, I will assess the development of the magazine and the reasons behind the fact that despite its decreasing sales it has maintained its position as the most popular Czech football periodical.