

There are many works focusing on stereotypes usually connected with minorities including gays in news and media in general. However, there is no study that would describe the common features of gay media products, especially characteristics of gay magazines. This work analyzes in both qualitative and quantitative way two life style magazines targeted at homosexuals – Czech LUI and British Attitude. First, on their bases the advertisements included are described – of gay and non-gay brands. Further the topics and themes used are pointed out – those that appear at the pages the most often, then the other ones that you can find rather rarely. A query among gay people is added as it proposes another point of view for the result of the analyses. This work also answers to the questing how sexual signs and connections are used in gay magazines and what is the amount of articles that have any sexual signs. The results of this study can be used for further gender media works or as the purpose or building a new Czech gay magazine.