

## **Abstract**

The Thesis maps the Czech tablet magazine market and describes possible approaches to tablet magazines' creation and distribution. First chapter outlines the historical timeline of tablet magazines development both in the Czech Republic and abroad, and maps the current situation of the Czech market. The chapter defines a concept of „strictly tablet magazine“ and presents possible approaches to a production of such magazines. The following chapter analyses the concept from the new media theory point of view. The last chapter focuses on a comparison and critical evaluation of differences between variants of tablet magazines (strictly tablet magazines versus tablet editions of print magazines), with emphasis on advertisement and interactivity.

**Keywords:** tablet magazine, tablet, magazine, advertising, interactivity