

Abstract

This bachelor thesis *Advertising within weekly publications in times of the economic crisis 2007–2011* uses quantitative content method to figure out frequency of advertisement placed by economic subjects in weekly magazines Respekt, Reflex and Týden. Time range was set from June 2007 to June 2011.

The goal of this thesis is to ascertain behavior of these economic subjects before the crisis, in it's early period until the half of it. Theoretical part brings the explanation of the cause of the financial crisis, explains relations between advertisement and media, describes the evolution of chosen periodicals and introduces readers to used research method. Empirical part presents and illustrates obtained data which leads to conclusions. The appraisal of the study helped to make clear conclusions that proves the impact of financial crisis on economical subjects.