Author's response to reviews

Title: Does anybody read "evidence-based" articles?

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Thank you. In response to the suggestion made by Prof. Streiner, we have included the following text (page 11, 3rd paragraph):

"The visual appeal of articles in academic journals could also be enhanced by the increased use of colour graphics and larger font sizes." [12]

Secondly, we do not disagree with his argument that the tone of an editorial may have an influence on whether the reader goes on to read the original paper. However, the BMJ Hit Parade does not provide figures on the number of people who clicked on an editorial (supportive or critical or otherwise) and then went on to click on the paper. As such, we cannot directly assess the effects of editorial content on readership of a particular paper, and it is not the subject of our analysis.

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