Reviewer's report

Title: The most effective strategy for recruiting a pregnancy cohort: A tale of two cities

Version: 1 Date: 5 February 2013

Reviewer: Anne K Junker

Reviewer's report:

Major compulsory revisions as outlined in report attached

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:

I have not competing interests.