Reviewer’s report

Title: Impact of today's media on university student's body image in Pakistan; a conservative, developing country's perspective.

Version: 1 Date: 14 October 2010

Reviewer: Margarida Matos

Reviewer's report:

The paper aims to study a relevant and original issue, and indeed a very interesting one addressing a rather unknown population. It is thus a very promising paper.

However I have a basic concern about "style", either regarding literature (focus and presentation) and standards of reporting (methods and results), that makes me request that the authors engage in an internal review, based on the guidelines requested by the present journal.

Furthermore authors should include a discussion about the specificity of the sample (culture, socio economic and educational bias; gender differences) because this is probably the very interesting part of the study.

A special concern on how to include tables, how to present tables and how to present statistics (reporting qui-square e.g.)

Those are all preliminary compulsive revisions before I am able to engage in further comments.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Needs some language corrections before being published

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

I declare that I have no competing interests'