Reviewer's report

Title: Regulation of antibiotic sales in Mexico: an analysis of printed media coverage and stakeholder participation

Version: 2 Date: 1 August 2012

Reviewer: Laura Esmail

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- Minor Essential Revisions

1. On page 4, first sentence says “The media have the potential to influence public perceptions of health policy issues, the political elite’s policy considerations and, eventually, the final policy product.” This needs some elaboration. I suggest providing brief explanation on how the media relates to the public policy process. The authors may have already provided some of this explanation in that paragraph, but as it currently reads, the relationship is not explicit.

Methods

2. Quantitative analysis is well explained and rigorous but the paper lacks any detail on how the qualitative analysis was performed. Please explain in detail.

3. In the introduction, page 5, when explaining framing theory, the authors should also cite Schon and Rein, “Frame Reflection”, line 12 (last sentence of first paragraph).

4. In the next paragraph, remove the question marks at the end of each objective, and simply end with a semi-colon.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests.