Reviewer's report

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

Version: 2 Date: 22 September 2012

Reviewer: Jillian Clare Kohler

Reviewer's report:

This is an excellent, well-researched paper with only minor essential revisions needed:

1. Please provide more background on the political context of Mexico which helps to deepen an understanding of this policy shift.

2. Stakeholders are presented as homogeneous groups (eg. Congress, civil society etc). I think you should try to separate out groups more clearly in your paper to show how within larger groups, smaller groups may have had different viewpoints on the policy.

3. More about the policy process is wanting. How easily did this policy pass? What kind of regulatory support was given to ensure its implementation?

4. How does the Mexico case compare with any other relevant examples? What lessons from Mexico hold for other jurisdictions?

Level of interest: An article of outstanding merit and interest 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:

My only competing interest is that I have worked in the past with Veronika Wirtz by participating at a meeting she convened in Mexico City on pharmaceutical policy and I presented on Canada's Access to Medicines Regime.