Reviewer's report

Title: Advocates, interest groups and Australian news coverage of alcohol advertising restrictions: content and framing analysis

Version: 2 Date: 17 August 2012

Reviewer: Caitlin Hughes

Reviewer's report:

It is good to see the editorial amendments and additional nuances added to the paper. The re-doing of the analysis of news actor support makes a particularly useful inclusion. While deeper analysis of the data and policy context might have added to the conclusions of the study, it is sufficient to publish as is.

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

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.