Reviewer’s report

Title: Exposure and impact of a mass media campaign targeting sexual health amongst Scottish men who have sex with men: an outcome evaluation

Version: 2 Date: 17 June 2013

Reviewer: Jesse Clark

Reviewer’s report:

I have only one additional comment, which the authors can choose to accept or reject: The exclusion of all HIV-infected men runs the risk of undermining the estimated effect of the intervention. It is understandable why the authors would limit their analysis to the primary target population of the intervention (HIV-MSM), but potentially excludes previously "HIV-uninfected" men who had been influenced by the campaign to seek HIV testing and then had a positive test result. The small number of respondents excluded (<5% of the sample) suggests that the exclusion of all HIV+ MSM may have had a minimal effect on the findings, but authors may consider including participants diagnosed with HIV infection in the previous 12 months in their analysis.

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