Author's response to reviews

Title: Health disparities and advertising content of women's magazines: a cross-sectional study.

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Author's response to reviews:

Re: MS: 2088259646487859 - Health Disparities and Advertising Content of Women's Magazines: a cross-sectional study

This revision responds to the reviewer's report of 31 March 2005. We apologize for the delay.

We thank the reviewer for these very constructive comments and suggestions. They have greatly strengthened the paper.

Minor Essential Revisions

1) Changed as suggested.

2) Changed as suggested.

3) Corrected as suggested.

4) The Tirodkar citation has now been removed. We apologize for that oversight.

5) All magazine names have been italicized throughout.

6) The wording was changed to "of concern." "Disparities within the Asian-Pacific Islander community" was changed to "disparities affecting the Asian-Pacific Islander community."

7) The second copy of the sentence was deleted.

8) "Chips and other salty snacks" has been changed to "chips and other high-fat/low-nutrient snacks (e.g. cheese puffs)."

9) We reviewed the list of foods advertised in the magazines and added any debt did not intuitively fit into our categories or into broad types of foods already included in the paragraph (e.g., "other desserts" or "condiments"). The items added included baked beans, plain bread, soymilk, gelatin desserts, coffee drinks with added sugar and creamer, macaroni and cheese mixes, and refrigerated packaged meals.

10) Brackets were added as suggested.

11) Corrected as suggested.
12) Changed as suggested.
13) The sentence in question was deleted. The intent was superfluous.
14) Corrected as suggested.
15) The citation was corrected, but it is now Citation 48 (because of deleting Tirodkar).
16) Yes, American is correct, and the error was corrected. It is now citation 51.

Discretionary Revisions
17) Changed as suggested, to "mixed health impact."
18) Changed as suggested.
19) Changed as suggested.
20) Changed as suggested.
21) "Latina" has been changed to "Hispanic" throughout, but we continue to use "African American" and "Black" interchangeably, just as we use both "Caucasian and White."
22) Changed as suggested.
23) Changed as suggested.
24) We think the suggestion meant change "other" to "their" and that has been changed as suggested.