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:

Dear BioMed Central Editorial Board:

We are pleased to submit the enclosed revised manuscript (MS: 2088259646487859 - Health Disparities and Advertising Content of Women's Magazines: a cross-sectional study) for further review. Our responses to reviewer comments are listed below. We hope you will find these changes acceptable. Thank you for considering this manuscript.

This revision responds to the reviewer's report of 6 June 2005.

Minor Essential Revisions

1) Page 5. Changed to "to individuals' knowledge."

2) Page 6. Changed as suggested.


5) Page 10. Two footnotes were added on page 10 to answer the questions raised.


Discretionary Revisions


8) Page 12. The sentence has been changed and expanded to include clarifying detail. It now reads: "Advertisements for over-the-counter drugs, vitamins, and medical supplies were placed in mainstream magazines most frequently; 72% of 168 such ads were in the mainstream magazines, 15% in African-American magazines and 13% in Hispanic magazines."

9) Page 25. The totals have been added to Table 4 as suggested.

We will be happy to answer any further questions.

Sincerely,