Reviewer’s report

Title: Smoking in film in New Zealand: measuring risk exposure

Version: 2 Date: 27 September 2006

Reviewer: Ivana Croghan

Reviewer’s report:

General

Although the authors could not address all the comments previously presented to them, they have done the best that they could.

A word of advise to the authors for future reference. Comments made by reviewers should be viewed as helpful suggestions not any form of criticism. It would be a good idea for comments which could not be addressed to be added to the discussion section of the paper as “Limitations”. This will allow the reader to understand that the authors thought of those issues but were limited due to the data set.

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Major Compulsory Revisions (that the author must respond to before a decision on publication can be reached)

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Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

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Discretionary Revisions (which the author can choose to ignore)

What next?: Accept without revision

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

Quality of written English: Acceptable

Statistical review: No

Declaration of competing interests:

'I declare that I have no competing interests'