Reviewer's report

Title: Coverage of skin cancer and recreational tanning in North American magazines before and after the landmark 2006 International Agency for Research on Cancer report

Version: 2

Date: 1 February 2015

Reviewer: Joan Bentzen

Reviewer's report:

I think this is a well-written manuscript, which should be interesting to researchers and communication professionals working with skin cancer prevention. I find the methods adequate and adequately described. The discussion is well structured and touches upon interesting findings from the results section.

I have the following recommendations for discretionary revisions: In future studies, it would be interesting if the researchers would include the terms "Vitamin D" and "Sun Holidays" in their search. At least in Denmark it has been an issue with eg tanning saloons to push their product on the consumers using the excuse of "vitamin D deficiency" in the populations (terms such as "Vitamin D tubes" have been used). Also, established researchers have advocated for (more) sun exposure to boost vitamin D levels in the population. This will probably result in more articles with positive coverage of sun exposure, tanned looks etc. The same may be true for sun Holiday articles.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I have been employed by the Danish Cancer Society's Sun Safety Campaign from 2011-2014 (but is currently not employed there).