Reviewer’s report

Title: Inverting the pyramid! Extent and quality of food advertised on Austrian television

Version: 1 Date: 30 April 2015

Reviewer: Kendra Kattelmann

Reviewer’s report:

Minor Essential Revisions
1. Line 175--Please add author and year of the method that you are referencing.
2. Line 189-190--To ease reading, please add that the list is the categories of food 3. or that the list is the Austrian categories of food with the additional category.
3. Also, remove the extra comma.
4. Lines 198-199. Is there something missing? You state that you rank them for frequency, then you describe categorizing for type. Please clarify why you categorized and ranked.
5. Statistical Analysis- add level of significance.
6. Lines 230-236. Are you describing all food advertising or just those targeting adults?
8. Line 376--You state that the ads did not conform to the newly established EU guidelines in the conclusion. But you told me in the methods that the you did the analysis before the required date of implementation of the guidelines. Why would you expect the ads to meet the EU nutrition guidelines before the required date of implementation? Are the EU nutrition guidelines required or only a suggested guideline?

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:
I have no competing interests.