

Additional file 1: Websites used for recruitment and internet penetration rates in each participating country

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates</i> *
<i>Western Europe</i>		
United Kingdom	<p><i>Targeted email to pregnancy forum subscribers:</i></p> <p>www.bounty.com</p> <p><i>Pregnancy Forums:</i> www.pregnancyforum.co.uk; www.pregnancyforum.org.uk</p>	93% [1]
Italy	<p><i>Pregnancy Forums:</i> www.gravidanzaonline.it; www.forumsalute.it; www.mammole.it; www.pianetamamma.it; www.miobambino.it</p> <p><i>Targeted email to pregnancy forum subscribers:</i></p> <p>www.gravidanzaonline.it</p>	70% [1]
Switzerland	www.bebe-bebe.com; www.swissmom.ch	84.2% [2]
France	www.aufeminin.com (<i>Including ipad application to website subscribers</i>)	91% [1]
The Netherlands	www.lareb.nl; www.gezondzwangerzijn.nl; www.babybytes.nl	98% [1]
Austria	www.schwangerschaft.at; www.schwangerschafts- blog.at; www.fratz.at; www.netdoctor.at; www.babycenter.at; www.baby-boom.at; www.ekiz-	93% [1]

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates</i> *
	dachverband.at; www.babyguide.at	
<i>Northern Europe</i>		
Norway	www.barnimagen.com; www.klikk.no; www.jormorsiri.no; www.tryggmamamedisin.no	99% [1]
Sweden	www.barntotal.se; www.minbebis.com; www.se.babycenter.com; www.socmed.gu.se	99% [1]
Finland	www.vauva.fi; www.meidanperhe.fi; www.kaksplus.fi	99% [1]
Iceland	<i>Pregnancy Forums:</i> www.bland.is	100% [1]
<i>Eastern Europe</i>		
Russia	www.babyblog.ru; www.littleone.ru <i>Pregnancy Forums:</i> www.woman.ru; www.9months.ru; www.bemam; www.280dney.ru; www.iampregnant.ru www.pregnancy.org.ua; www.baby.ru; www.mama66.ru; www.spuzom.ru	47.7% [2]
Poland	www.zzief.umlub.pl <i>Pregnancy Forums:</i> www.ebrzuszek.pl; www.babyboom.pl; www.zapytajpolozna.pl; www.planujemydziecko.pl; www.twoja-ciaza.com.pl	84% [1]
Croatia	www.cybermed.hr	80% [1] (data

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates</i> *
		from 2010)
Serbia	www.ringeraja.rs	52% [1](data from 2009)
Slovenia	<i>Pregnancy Forums:</i> www.med.over.net	92% [1]

*Indicates the frequency of internet access - at least once a week, including every day - among individuals aged 25-34 years. Differences between men and women were relatively small. Slightly more than two thirds of men (70%) and 65% of women used the Internet regularly.

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates</i>
<i>North America</i>		
USA/Canada	www.otispregnancy.org; Facebook page of OTIS; www.babyontheway.com.ca; www.justmommies.com <i>Pregnancy Forums:</i> www.babyandbump.com www.babycentre.com.ca; www.thecradle.com; www.talk.sheknows.com; www.parenting.com	Canada: 94% [3] ** USA: 80.2% [4] §
<i>South America</i>	www.otispregnancy.org; Facebook page of OTIS <i>Pregnancy Forums:</i> www.semanaasemana.com;	South America: 48.2% [2]

	www.univision.com; www.elebarazo.net	
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** Indicates individuals aged 16-45 years who used the internet for personal use.

§ Indicates individuals > 18 years old, access from anywhere; household internet for women is equal to 68.1%; higher percentages are observed for people aged 25-54 years.

<i>Country</i>	<i>Website used for recruitment</i>	<i>Internet penetration rates^{§§}</i>
<i>Australia</i>	www.mothersafe.org.au; www.bubhub.com.au <i>Pregnancy Forums:</i> www.abds.org.au; www.birth.com.au	83% [5]

^{§§} Indicates households with access to the internet at home.

References

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