

Advertising Spending Ranking by total advertising spending*

Includes total spending in all measured media for child and family brands for the 15-month period from January 2008 through March 2009

Most



Least

RANK	Company	Brand	Advertising spending (000)
1	General Mills	Cheerios (excluding Honey Nut)	\$95,350.0
2	General Mills	Honey Nut Cheerios	\$74,714.2
3	Kellogg	Mini-Wheats	\$59,232.0
4	Kellogg	Rice or Cocoa Krispies	\$37,791.2
5	Kellogg	Frosted Flakes	\$26,102.1
6	General Mills	Cinnamon Toast Crunch	\$16,134.7
7	General Mills	Lucky Charms	\$12,189.6
8	Quaker	Life	\$11,520.2
9	General Mills	Chex	\$9,560.0
10	Kellogg	Corn Pops	\$9,289.5
11	General Mills	Cocoa Puffs	\$8,836.2
12	Kellogg	Froot Loops	\$8,605.9
13	General Mills	Trix	\$7,836.1
14	Post	Fruity or Cocoa Pebbles	\$7,554.6
15	General Mills	Reese's Puffs	\$7,208.0
16	Kellogg	Apple Jacks	\$6,915.0
17	Post	Honeycomb	\$4,674.8
18	General Mills	Cookie Crisp	\$4,489.1
19	Barbara's Bakery	Puffins	\$944.7
20	Quaker	Cap'n Crunch	\$278.1
21	Nature's Path	EnviroKidz Organic	\$251.5
22	General Mills	Kix	\$103.0

RANK	Company	Advertising spending (000)
1	General Mills	\$261,892.1
2	Kellogg	\$159,214.0
3	Quaker	\$13,187.2
4	Post	\$12,606.8
5	Nature's Path	\$1,109.5
6	Barbara's Bakery	\$1,029.3

*Includes spending in 18 different media including television, magazines, radio, newspapers, free standing insert coupons and outdoor advertising

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