

Child-Targeted Website Exposure Ranking by average total visits per month by 2- to 17-year-olds*

Includes data for visits to websites with child-targeted content from January 2008 through March 2009

Most
↓
Least

RANK	Company	Website	AVERAGE UNIQUE VISITORS PER MONTH		Average Visits per Month	Average Minutes per Visit
			2-11 Years (000)	12-17 Years (000)		
1	General Mills	Millsberry.com	386.8	380.2	2.8	23.7
2	Post	Postopia.com	154.4	110.3	2.0	15.2
3	Kellogg	AppleJacks.com	44.7	32.4	1.2	3.2
4	Kellogg	FrootLoops.com	42.7	17.2	1.3	1.6
5	General Mills	ReesesPuffs.com	27.0	17.7	1.1	3.6
6	Kellogg	CornPops.com	21.4	11.1	1.1	2.2
7	Kellogg	FrostedFlakes.com	12.1	5.2	1.2	3.1
8	General Mills	Cheerios.com	14.7	9.4	1.2	1.8
9	General Mills	CookieCrisp.com	11.8	8.0	1.2	1.3
10	General Mills	Chex.com	5.9	11.3	1.2	2.6

*Data retrieved from comScore Media Metrix Key Measures Report

Banner Advertising Exposure Ranking by total number of banner ads viewed on youth websites*

Includes data for banner ads viewed for child brands from October 2008 through March 2009

Most
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Least

RANK	Company	Brand	Average monthly unique viewers (000)	Average number of ads viewed per month	% ad views on youth websites
1	General Mills	Millsberry	11,720	10.4	91%
2	General Mills	Reese's Puffs	4,382	13.8	83%
3	General Mills	Lucky Charms	7,369	3.9	87%
4	General Mills	Trix	3,918	3.1	89%
5	General Mills	Honey Nut Cheerios	2,757	3.6	93%
6	Kellogg	Apple Jacks	6,508	2.9	46%
7	Kellogg	Froot Loops	3,072	2.6	81%
8	Kellogg	Corn Pops	4,641	2.6	36%
9	Post	Postopia	775	2.9	34%
10	Kellogg	Frosted Flakes	3,061	2.4	9%

*Data retrieved from comScore Ad Metrix Advertiser Report

* Ranking based on Total number of banner ads viewed on youth websites as custom defined by Jennifer Harris (Average monthly unique viewers * Average number of ads viewed per month * % ad views on youth websites).