

Advertising Spending

Ranking by total advertising spending in 2011

Includes total spending in all measured media for child and family brands*

Most

Least

Rank	Company	Brand	Total advertising spending (\$ million)		2011 advertising spending (\$ million)			
			2011	2008	TV	Magazines	Internet	
1	General Mills	Honey Nut Cheerios	↑	73.7	60.7	71.3	0	2.4
2	Kellogg	Mini-Wheats	↑	53.9	43.3	43.1	7.6	1.7
3	General Mills	Cheerios (regular)	↓	49.9	50.6	48.2	0	1.2
4	Kellogg	Frosted Flakes	↑	40.6	18.4	40.1	0	.5
5	Kellogg	Froot Loops	↑	35.7	7.9	28.2	6.6	1.0
6	General Mills	Cheerios (except regular and Honey Nut)	↑	34.8	23.9	30.4	3.2	1.1
7	General Mills	Cinnamon Toast Crunch	↑	29.0	15.7	25.8	0	3.1
8	Kellogg	Rice and Cocoa Krispies	↓	24.5	32.9	11.7	11.7	.9
9	General Mills	Chex	↑	19.0	9.3	17.5	1.3	< .1
10	Post	Pebbles	↑	13.6	7.4	6.7	5.2	.5
11	General Mills	Lucky Charms	↑	12.6	10.4	10.1	0	2.5
12	General Mills	Reese's Puffs	↑	9.8	6.2	8.9	0	.9
13	General Mills	Trix	↑	7.9	6.8	7.5	0	.4
14	General Mills	Cocoa Puffs	↓	7.1	7.8	7.0	0	0
15	Kellogg	Apple Jacks	↓	4.9	6.2	2.2	2.2	.5
16	Kellogg	Corn Pops	↓	2.7	8.3	2.6	0	.2
17	General Mills	Cookie Crisp	↓	2.1	4.0	2.1	0	0
18	Barbara's Bakery	Puffins	↑	.5	.3	.5	0	0
19	General Mills	Kix	↑	.1	0	0	0	0
20	Quaker	Life	↓	.1	12.0	0	0	0
21	Quaker	Cap'n Crunch	↓	.1	.2	0	0	0
	Post	Honeycomb	↓	0	4.3			
	Nature's Path	Envirokidz Organic	↓	0	.3			

Rank	Company	Total advertising spending (\$ million)		2011 advertising spending (\$ million)			
		2011	2008	TV	Magazines	Internet	
1	General Mills	↑	246.0	195.3	228.8	4.5	11.6
2	Kellogg	↑	162.3	116.3	127.8	28.1	4.8
3	Post	↑	13.8	11.8	6.7	5.2	.5
4	Barbara's Bakery	↑	.5	.3	.5	0	0
5	Quaker	↓	.2	12.1	0	0	0

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

Source: Nielsen