

Banner Advertising Exposure

Ranking by average number of ad views on youth websites per month in 2011

Includes average monthly data for banner ads viewed for child and family brands from January–December 2011 and October 2008–March 2009

Most
↓
Least

Rank	Company	Brand	Average # of ad views*		2011 average		
			2011 (000)	2008-2009 (000)	Unique viewers (000)	Ads viewed per viewer	Proportion of ads viewed on youth websites
1	General Mills	Lucky Charms	↑ 35,295	22,400	6,246	7.2	71%
2	General Mills	Cinnamon Toast Crunch	↑ 19,618	0	7,028	4.9	55%
3	Kellogg	Froot Loops	↑ 17,658	6,998	3,439	4.7	83%
4	General Mills	Reese's Puffs	↑ 15,885	15,262	2,466	6.2	81%
5	General Mills	Honey Nut Cheerios	↑ 12,660	4,440	8,309	4.3	29%
6	Kellogg	Frosted Flakes	↑ 10,158	783	3,216	3.9	61%
7	Kellogg	Apple Jacks	↓ 9,476	9,538	3,642	3.9	62%
8	General Mills	Trix	↓ 8,905	10,531	1,705	6.0	75%
9	Kellogg	Rice and Cocoa Krispies	↑ 4,843	2,079	6,276	4.0	15%
10	Post	Pebbles	↑ 2,581	0	1,562	2.7	44%
11	General Mills	Cheerios (except Honey Nut)	↓ 2,534	2,636	--	--	3%
12	Kellogg	Corn Pops	↓ 1,756	4,591	552	3.8	79%
13	Kellogg	Mini-Wheats	↑ 1,549	290	--	--	4%
14	General Mills	Chex	↓ 2	3	--	--	0%

Rank	Company	Average # of ad views*	
		2011 (000)	2008-2009 (000)
1	General Mills	↓ 94,900	165,352**
2	Kellogg	↑ 45,441	24,280
3	Post	↑ 2,581	1,236***

*Average number of ad views on youth websites per month

**Includes banner ads for Millsberry.com in 2008-2009

***Includes banner ads for Postopia.com in 2008-2009

Source: comScore Ad Metrix Advertiser Report (January-December 2011)