

Website Exposure

Ranking by average total visits by 2- to 11-year-olds in 2011

Includes data for visits to websites with child-targeted content

Most
↓
Least

Rank	Company	Website	Average unique visitors per month (2-11 years)		2011 average***		
			2011 (000)	2008 (000)	Visits per month	Minutes per visit	Minutes per month
1	Kellogg	FrootLoops.com	↑ 161.9	41.5	1.4	3.1	4.4
2	Kellogg	AppleJacks.com	↑ 116.2	46.4	1.5	3.1	4.6
3	Kellogg	CornPops.com	↑ 59.5	14.3	1.6	5.0	7.8
4	General Mills	LuckyCharms.com	↑ 52.3	-	1.1	2.0	2.3
5	General Mills	HoneyDefender.com	↑ 42.7	-	1.2	2.8	3.4
6	General Mills	ReesesPuffs.com	↑ 29.3	6.4	1.1	4.0	4.6
7	Kellogg	FrostedFlakes.com	↑ 28.5	-	1.2	1.9	2.3
8	Post	PebblesPlay.com	↑ 25.1	-	1.1	3.5	4.0
9	General Mills	TriXWorld.com	↑ 12.4	-	1.1	1.5	1.6
10	Kellogg	RiceKrispies.com	↓ 5.3	12.4	1.1	2.4	2.7
11	General Mills	HoneyNutCheerios.com	↑ 4.7	-	1.1	0.7	0.8
12	Post	Postopia.com*	↓ 0.8	176.8			
	General Mills	CookieCrisp.com	↓ 0.0	2.0			
	General Mills	Millsberry.com*	↓ -	403.0			

Rank	Company	Website	Average unique visitors per month (2-11 years)**		2011 average***		
			2011 (000)	2008 (000)	Visits per month	Minutes per visit	Minutes per month
1	Kellogg		339.3		1.4	3.1	4.3
2	General Mills		118.6		1.1	2.1	2.3
3	Post		25.2		1.2	3	3.6

*These websites have been discontinued

**Company-level data were not available for 2008

***Averages are for 2- to 17-year-olds

Source: comScore Media Metrix Key Measures Report