

# Spanish-language TV

## Ranking by Spanish-language advertising spending in 2011

Includes total spending for child, family, and adult brands and average number of TV ads viewed by Hispanic preschoolers and children

Rank	Company	Brand	Advertising spending (\$ million)		Average # of TV ads viewed			
					Hispanic preschoolers (2-5 years)		Hispanic children (6-11 years)	
			2011	2008	2011	2008	2011	2008
1	General Mills	Honey Nut Cheerios	↑ \$12.4	\$11.1	↑ 17	15	↑ 13	9
2	Post	Honey Bunches of Oats	↑ \$9.3	\$5.7	↑ 20	10	↑ 14	6
3	General Mills	Cinnamon Toast Crunch	↑ \$7.4	\$0.0	↑ 9	0	↑ 7	0
4	Kellogg	Frosted Flakes	↑ \$6.3	\$3.8	↑ 8	7	↑ 5	4
5	Kellogg	Crunchy Nut	↑ \$6.3	\$0.0	↑ 6	0	↑ 5	0
6	General Mills	Cheerios (regular)	↑ \$6.1	\$1.5	↑ 10	4	↑ 7	3
7	General Mills	Fiber One	↑ \$5.6	\$0.0	↑ 8	0	↑ 6	0
8	Kellogg	Froot Loops	↑ \$4.2	\$0.0	↑ 5	0	↑ 3	0
9	Kellogg	Special K	↑ \$4.0	\$0.0	↑ 4	0	↑ 3	0
10	Kellogg	Mini-Wheats	↑ \$2.7	\$0.0	↑ 3	0	↑ 2	0
11	Kellogg	Corn Flakes	↑ \$3.5	\$0.0	↑ 0	0	↑ 0	0

Most

Least

Rank	Company	Advertising spending (\$ million)		Average # of TV ads viewed			
				Hispanic preschoolers (2-5 years)		Hispanic children (6-11 years)	
		2011	2008	2011	2008	2011	2008
1	General Mills	↑ \$32.4	\$14.6	↑ 44	22	↑ 33	14
2	Kellogg	↑ \$23.4	\$5.1	↑ 25	9	↑ 18	5
3	Post	↑ \$9.3	\$5.7	↑ 20	10	↑ 14	6

Source: Nielsen