

Appendix D
Audience Demographic Composition

Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time in which the media is purchased. Our media buying agencies are aware of our CFBAI Pledge and will execute and monitor all our buys accordingly to ensure compliance with the Pledge.

Medium	Audience Composition when targeting children		Measurement of Audience Composition	Criteria for Permitted Brands to Advertise
Television	Kids 6-11	35% or greater is under 12	AC Nielsen Ages 2-5, 6-11, issued monthly	Meet Nestlé's Healthier Dietary Choices Criteria (HDC)
	Kids under 6	35% or greater is under 6	AC Nielsen Ages 2-5, issued monthly	Not Allowed
Print	Kids 6-11	35% or greater is under 12	Simmons and/or MRI Ages 6-11, issued twice per year	Meet Nestlé's HDC
	Kids under 6	35% or greater is under 6	Under 6 audience not measured for print; will use publisher statements	Not Allowed
Radio	Kids 6-11	35% or greater is under 12	Under 12 not measured for radio; will use radio network statements	Meet Nestlé's HDC
	Kids under 6	35% or greater is under 6	Under 6 audience not measured for radio; will use radio network statements	Not Allowed
Internet Ads	Kids 6-11	35% or greater is under 12	AC Nielsen Ages 6-11, issued monthly	Meet Nestlé's HDC
	Kids under 6	35% or greater is under 6	AC Nielsen Ages 2-11 plus content subject matter to estimate, issued monthly	Not Allowed