

# comScore Media Metrix Ranks Top 50 U.S. Web Properties for July 2009

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Reston, VA ([RPRN](#)) 08/21/09 —  
**Web Users Travel Eco-Friendly  
to Green Sites; Toy Site and  
Teen Site Visitation Spikes  
During Summer Vacation**

comScore, Inc. (NASDAQ:  
SCOR), a leader in measuring the  
digital world, today released its  
monthly analysis of U.S. Web

activity at the top online properties for July 2009 based on data from the comScore Media Metrix service. Green Sites and Auto Manufacturer Sites saw gains after the launch of the federal 'Cash for Clunkers' program. Online visitation to toy sites and teen sites gained as students looked for ways to fill their summer vacation free time.

## Americans Go Green for Extra Green

Americans sought information about green initiatives surrounding automotive transportation with the launch of the federal 'Cash for Clunkers' program, with visitation to Green sites growing 15 percent in July to 17.5 million visitors. NaturalPath Media led the category with 2.1 million visitors, followed by Yahoo! Green with 1.9 million and ECOMII with 1 million.

Auto Manufacturer sites saw growth as well, jumping 14 percent to 27.1 million visitors, representing a high for the category in the past year. General Motors led the category with 7 million visitors (up 20 percent). Toyota grabbed the #2 position with 6.9 million (up 46 percent) and also ranked second among the top gaining properties in July. Ford Motor Company ranked third with 6.2 million (up 12 percent), followed by Honda with 4 million (up 23 percent) and Chrysler with 3.1 million (up 20 percent).

"The 'Cash for Clunkers' program contributed largely to the growth of Green sites and Auto Manufacturer sites in July," said Jack Flanagan, comScore executive vice president. The combination of owning a more fuel-efficient car while receiving a cash-back bonus really sparked the interest of many Americans, who were prompted to visit these sites to gather information on the program and ultimately determine whether it was something from which they might benefit."

## Toy Sites and Teen Sites Keep Vacationing Students Busy

Summer vacation means more leisure time for children, prompting parents to scour toy sites for fun activities to keep their kids occupied. The category attracted 18.6 million visitors in July, representing a 14-percent increase versus the prior month. Toysrus Sites led the category with 6.6 million visitors, followed by the LEGO Group with 2.9 million and Disney Shopping with 1.6 million. Ty Trade LLC ranked fourth in the category with 1.4 million visitors, up 148 percent due to their Teenie Beanie Babies promotion for McDonald's Happy Meals.

Teens are also not immune to summer boredom, and looked to the Web for

amusement in July. The Teens category grew 10 percent to 29.7 million visitors during the month. Alloy Digital Network ranked #1 in the category with nearly 11.6 million visitors (up 15 percent). Zwinky had 6.8 million visitors (up 13 percent), followed by [MYYEARBOOK.COM](http://MYYEARBOOK.COM) with 5 million visitors (up 8 percent) and Nickelodeon Teens with 3.2 million visitors.

### Top 50 Properties

Google Sites continued to lead as the most visited property in June with nearly 158 million visitors, followed by Yahoo! Sites with 156.5 million visitors and Microsoft Sites with 129 million visitors. Facebook.com moved up again in the rankings to #5, marking its highest-ever ranking. Answers.com Sites ascended 5 spots to #26 with 28.4 million visitors. Gorilla Nation jumped 4 positions to #31, while Twitter moved up the rankings to the #42 position with 20.1 million visitors.

### Top 50 Ad Focus Ranking

AOL Advertising (renamed from Platform-A) led the July Ad Focus ranking, reaching 91 percent of all Americans online. Yahoo! Network ranked second, reaching 88 percent of the population, while ValueClick Networks ranked third with an 83-percent reach. Yahoo! Sites and Microsoft Media Network each climbed one spot grabbing the #5 and #9 positions, respectively. Google climbed two spots to the #8 position with a reach of 77 percent.

**Table 1**

### comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)

July 2009 vs. June 2009

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)			
	Jun-09	Jul-09	% Change	Rank by
	Unique Visitors			
Total Internet:Total Audience	193,896	195,538	1	N/A
Betawave Partners-Partial List	7,405	12,770	72	81
Toyota	4,762	6,931	46	167
Heavy Networks	3,762	5,302	41	227
Examiner.com Sites	4,367	6,097	40	200
EducationDynamics, LLC	3,650	5,078	39	234
Office Depot	3,564	4,791	34	250
GN Kids (Gorilla Nation)	3,612	4,823	34	247
Intergi Entertainment And Games	6,754	8,845	31	127
NFL Internet Group	6,035	7,862	30	141

Ganz 4,624 5,759 25 212

\*Ranking based on the top 250 properties in July 2009.

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**Table 2**

**comScore Top 10 Gaining Site Categories\* by Percentage Change in Unique Visitors (U.S.)**

**July 2009 vs. June 2009**

**Total U.S. - Home, Work and University Locations**

**Source: comScore Media Metrix**

	<b>Total Unique Visitors (000)</b>		
	<b>Jun-09</b>	<b>Jul-09</b>	<b>% Change</b>
<i>Total Internet : Total Audience</i>	<i>193,896</i>	<i>195,538</i>	<i>1</i>
Green	15,240	17,466	15
Toys	16,370	18,602	14
Auto Manufacturer	23,894	27,144	14
Consumer Goods	19,707	22,139	12
Incentives	13,342	14,920	12
Gay/Lesbian	3,189	3,552	11
Politics	12,977	14,421	11
Teens	26,892	29,692	10
e-cards	18,458	20,349	10
Beauty/Fashion/Style	24,861	27,358	10

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Please visit the following link to view the Top 50 Properties and the Ad Focus Ranking for July 2009:

[http://comscore.com/Press\\_Events/Press\\_Releases/2009/7/comScore\\_Media\\_Metrix\\_Ranks\\_Top\\_50\\_U.S.\\_Web\\_Properties\\_for\\_June\\_2009](http://comscore.com/Press_Events/Press_Releases/2009/7/comScore_Media_Metrix_Ranks_Top_50_U.S._Web_Properties_for_June_2009)

**About comScore Media Metrix**

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

**About comScore**

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more

information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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