Research The IMS Top DRTV National Cable and Satellite Rankings

LONG FORM: **TOP 5 VERTICAL MARKETS**

IMS infomercial rankings are based solely on **Media Spending** for programs aired on national cable and satellite networks monitored.

RANK		MARKETING COMPANY	PRICE OFFERED
HEALTH & FITNESS			
1	Zumba	Zumba Fitness LLC	3 payments of $29.95 plus $15.95 S&H
2	Nopalea	TriVita	Free bottle plus $9.95 S&H
3	Sensa	Sensa Products LLC	30-day trial for $9.95
4	Total Gym	Total Gym Fitness LLC	30-day trial for $49.95
5	Food Lovers Fat-Loss System	Provida Life Sciences	6 payments of $19.99 plus $19.99 S&H
BEAUTY			
1	Meaningful Beauty	Guthy-Renker Corp.	$29.95 plus $5.95 S&H
2	Wen	Guthy-Renker Corp.	$29.95 plus $5.99 S&H
3	Tria Laser	Tria Beauty Inc.	Lead generation
4	Murad Resurgence	Murad Inc.	$39.95 plus $8.95 S&H
5	no! no!	Radiancy	3 payments of $89.95 plus $14.95 S&H
ENTERTAINMENT			
1	Singers & Songwriters	Time-Life Music	5 payments of $29.99
2	Disney Vacation Club	Disney Vacation Club	Lead generation
3	Diamond Resorts	Diamond Resorts Intl.	3 payments of $166 plus tax
4	The Midnight Special	Guthy-Renker Entertainment	$9.95 plus $3.95 S&H
5	Easy 80s	Reader's Digest Music Collection	5 payments of $29.99
HOUSEHOLD			
1	Nu-Wave Oven	Hearthware Home	3 payments of $39.99 plus $29.95 S&H
2	Shark Navigator	Euro-Pro	4 payments of $49.95 plus $45.90 S&H
3	My Pillow	LifeBrands Inc.	60-day risk-free offer
4	Ninja 1100	Euro-Pro	4 payments of $39.95
5	Shark Steam Pocket	Euro-Pro	4 payments of $39.95
BUSINESS OPPORTUNITY			
1	Cash Flow for Life	Visionary Strategies LLC	$19.95 plus $9.95 S&H
2	Secrets of an Auction Millionaire	Kent Direct	14-day risk-free trial offer
3	National Gold Exchange	Leland National Gold Exchange	Lead generation
4	Debt Cures II	Kevin Trudeau's Debt Cures II	$19.95 plus $11.95 S&H
5	Automated Profits	Visionary Strategies LLC	$19.95 plus S&H

SHORT FORM: **TOP 5 VERTICAL MARKETS**

IMS spot rankings are based solely on **Frequency** of programs aired on national cable and satellite networks monitored.

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	ProForm Ab Glider	ICON Health & Fitness	$14.95	$0.00
2	Lipozene	Obesity Research Institute	$29.95	$0.00
3	ProForm Tour de France	ICON Health & Fitness	$0.00	$0.00
4	Bowflex Tread Climber	Nautilus Inc.	$0.00	$0.00
5	Shake Weight	FitnessIQ	$29.95	$9.95
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	$19.95	$0.00
2	Gray Away	Qbeauty	$19.99	$13.98
3	Celtrixa	Hydroxatone LLC	$0.00	$0.00
4	Salon Express	Salon Express	$10.00	$6.99
5	bareMinerals	Bare Escentuals	$29.99	$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	$0.00	$0.00
2	Criss Angel Magic Kit	IdeaVillage Products Corp.	$29.98	$7.99
3	Psychic Source	Expert Link Inc.	$10	$0.00
4	Happy Nappers	Happy Nappers	$19.99	$8.999
5	Fushigi Ball	IdeaVillage Products Corp.	$19.99	$6.99
HOUSEHOLD/KITCHEN				
1	Flex Seal	Flex Seal	$19.99	$9.95
2	Mint	Evolution Robotics	$199.99	$0.00
3	Kobalt Double Drive	Kobalt	$19.98	$0.00
4	Tempur-Pedic	Evolution Robotics	$199.99	$0.00
5	Grout Bully	Harvest Direct	$10	$7.95
PERSONAL				
1	Hoveround	Hoveround Corp.	$0.00	$0.00
2	Vibrating Tri-Phoria	Church & Dwight Co. Inc.	$0.00	$0.00
3	Ageless Male	Ageless Male	$39.95	$0.00
4	ZQuiet	ZQuiet	$9.95	$0.00
5	Miracle Socks	Ontel Products Corp.	$10	$13.98

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