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 & FITNE 1 Brazil Butt Lift 2 Zumba 3 Insanity 4 Total Gym 5 10-Minute Trainer	Beachbody Zumba Fitness LLC Beachbody Total Gym Fitness Beachbody	3 payments of \$19.95 plus \$12.95 S&H 3 payments of \$29.95 plus \$15.95 S&H 3 payments of \$39.95 plus \$24.95 S&H 30-day trial for \$49.95 2 payments of \$39.95 plus \$9.95 S&H
BEAUTY 1 Meaningful Beauty 2 Wen 3 Murad Resurgence 4 Tria Laser 5 InStyler	Guthy-Renker Corp. Guthy-Renker Corp. Murad Inc. Tria Beauty Inc. Tre Milano LLC	\$29.95 plus \$5.95 S&H \$29.95 plus \$5.99 S&H \$39.95 plus \$8.95 S&H Lead-generating 30-day trial for \$14.99 plus \$19.99 S&H
ENTERTAINMEN Music of Your Life Golden Age of Country Smooth Soul Singers & Songwriters Disney Vacation Club	Time-Life Music Time-Life Music Time-Life Music	6 payments of \$26.99 4 payments of \$29.99 plus \$12.99 S&H 5 payments of \$29.99 5 payments of \$29.99 Lead-generating
HOUSEHOLD Nu-Wave Oven Hoover Max Extract My Pillow Shark Navigator Lift Away Shark Steam Pocket	Hearthware Inc. Hoover LifeBrands Inc. Euro-Pro	3 payments of \$39.99 plus \$29.95 S&H 5 payments of \$52.99 60-day risk-free offer 4 payments of \$49.95 plus \$49.90 S&H 4 payments of \$39.95
BUSINESS OPPO 1 Trudeau's Free Money 7 2 Wealth Without Risk 3 Online Trading	RTUNITY Free Money Wealth Systems LLC Online Trading Academy	\$29.95 plus \$11.95 S&H \$19.95 plus \$11.95 S&H
Academy 4 Trudeau's Free Money 2 5 Learn to Trade	Free Money Kent Direct	\$29.95 plus \$11.95 S&H Lead-generation

SHORT FORM: TOP 5 VERTICAL MARKETS

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

aired on national cable and satellite networks monitored.					
RANK PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H		
HEALTH & FITNES	S				
1 Perfect Situp	Perfect Fitness	\$59.95	\$14.95		
2 Lipozene	Obesity Research Institute	\$29.95	\$0.00		
3 ProForm Ab Glider	ICON Health & Fitness	\$14.95	\$0.00		
4 The Rack	Tristar Products	\$14.99	\$0.00		
5 The Flex Belt	The Flex Belt	\$199.99	\$15.95		
BEAUTY					
1 Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00		
2 Gray Away	Qbeauty	\$19.99	\$6.99		
3 Keranique	Hydroxatone LLC	\$0.00	\$0.00		
4 no! no!	Radiancy	\$284.99	\$14.95		
5 Hydrolyze	Hydrolyze	\$0.00	\$0.00		
ENTERTAINMENT					
1 California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00		
2 Psychic Source	Expert Link Inc.	\$10	\$0.00		
3 That's My Jam	Razor & Tie Direct	\$29.99	\$0.00		
4 Sports Illustrated	Time Inc.	\$0.00	\$0.00		
5 Hollywood Psychics	Hollywood Psychics	\$0.00	\$0.00		
		40.00	φοισσ		
HOUSEHOLD/KITC		410	40.00		
1 Lint Lizard	TELEBrands	\$10	\$6.99		
2 InstaHang	Hampton Direct	\$14.99	\$7.95		
3 Grout Bully	Harvest Direct	\$10	\$7.95		
4 Flex Seal	Flex Seal	\$19.99	\$9.95		
5 Schticky	Schticky	\$19.95	\$7.95		
PERSONAL					
1 Ageless Male	Ageless Male	\$29.95	\$0.00		
2 Micro Plus	Bell & Howell	\$19.95	\$6.95		
3 Vibrating Twister	Church & Dwight Co. Inc.	\$59.99	\$0.00		
4 Total Pillow	Hampton Direct	\$19.99	\$7.95		
5 ZQuiet	ZQuiet	\$9.95	\$0.00		

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