

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	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
HEALTH & FITNESS			
1	Nopalea	TriVita	Free bottle plus \$9.95 S&H
2	Six-Week Body Makeover	Provida Life Sciences	6 payments of \$19.99 plus \$19.99 S&H
3	Extenze	Biotab Nutraceuticals Inc.	One week free trial
4	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95
5	Alteril	Biotab Nutraceuticals Inc.	Free one-week supply plus \$6.95 S&H

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
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	MaxClarity	Stiefel Laboratories Inc.	\$19.95
4	bareMinerals	Bare Escentuals Beauty	\$29.99 plus \$5.99 S&H
5	Hair Club	Hair Club for Men Ltd.	Lead-generating

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
ENTERTAINMENT			
1	Singers & Songwriters	Time-Life Music	5 payments of \$29.99
2	Golden Age of Pop	Time-Life Music	5 payments of \$29.99
3	Sweet Soul of 70s	Time-Life Music	30-day trial for \$9.95
4	Rock Ballads	Time-Life Music	5 payments of \$29.99
5	Woodstock	Time-Life Music	5 payments of \$29.99

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
HOUSEHOLD			
1	Nu-Wave Oven	Hearthware Home	3 payments of \$39.99 plus \$29.95 S&H
2	Shark Steam Pocket	Euro-Pro	4 payments of \$39.95
3	EdenPURE	EdenPURE	\$39 (trial)
4	Shark Press & Refresh	Euro-Pro	4 payments of \$29.95
5	Shark Navigator	Euro-Pro	4 payments of \$49.95 plus \$45.90 S&H

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
BUSINESS OPPORTUNITY			
1	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H
2	Cash Flow for Life	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H
3	Auctions for Income	Auction Profits LLC	\$19.95 plus S&H
4	Debt Cures II	Kevin Trudeau's Debt Cures II	\$19.95 plus \$11.95 S&H
5	Foreclosure Fortunes	John Alexander's Foreclosure Fortunes	\$29.95 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	Pro-Form Ab Glider	Icon Health & Fitness	\$14.95	\$0.00
2	Shake Weight	FitnessIQ	\$29.95	\$9.95
3	Lipozene	Obesity Research Institute	\$29.95	\$0.00
4	Bowflex Tread Climber	Nautilus Inc.	\$0.00	\$0.00
5	The Rack	Tristar Products	\$14.99	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Keranique	Hydroxatone LLC	\$0.00	\$0.00
3	bareMinerals	Bare Escentuals	\$29.99	\$0.00
4	Micro Touch Max	IdeaVillage Products Corp.	\$14.99	\$6.99
5	Tria Laser	Tria Beauty Inc.	\$89.99	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
2	Happy Nappers	Happy Nappers	\$19.99	\$8.99
3	Psychic Source	Expert Link Inc.	\$10	\$0.00
4	Wuggie Pets	IdeaVillage Products Corp.	\$19.99	\$7.99
5	Shirley Temple	Shirley Temple DVD Collection	\$49.98	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HOUSEHOLD/KITCHEN				
1	Mint	Evolution Robotics	\$199.99	\$0.00
2	Flex Seal	Flex Seal	\$19.99	\$9.95
3	Tempur-Pedic	Evolution Robotics	\$199.99	\$0.00
4	OrGreenic	TELEBrands	\$19.99	\$6.99
5	Sobakawa Pillow	National Express	\$19.99	\$7.95

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
PERSONAL				
1	Miracle Socks	Ontel Products Corp.	\$10	\$13.98
2	Vibrating Twister	Church & Dwight Co.	\$59.99	\$4.99
3	ZQuiet	ZQuiet	\$9.95	\$0.00
4	Zestra	Semprae Laboratories	\$0.00	\$6.95
5	Micro Plus	Bell & Howell	\$19.95	\$6.95

© Copyright 2011 Infomercial Monitoring Service, Inc.™ All rights reserved. IMSTVOnline.com. Satellite 2, 810-812 Park Way, Philadelphia, PA 19008. Phone (610)-328-6902. Fax: (610)-328-6791. E-mail sam@imstv.com. Rankings for **October 2011**. IMS is a research and publishing company that tracks both long-form infomercials — and short-form DRTV spots on nation cable, broadcast and satellite networks. IMS Rankings are for **October 2011**. Rankings for each month are based on long-form infomercial media and short-form spot frequency of programs aired on networks monitored. IMS database and video library services involve all aspect of the DR industry. IMS provides weekly and month report, rankings, verifications, evaluations, research, consulting, film and video production and post production.

No part of any IMS reports may be reproduced or transmitted in any form electronic or mechanical, including photocopy, or any information storage and retrieval system without permission in writing from IMS. IMS is not responsible for any loss due to errors or omissions in information provided, or for any loss of service due to technical or other difficulties. Please visit IMSTVOnline.com for more information.