Research The IMS Top 20 DRTV National Cable Rankings

Long-Form Programs

Rank	Weeks on Chart	Show	Marketing Company	Count
1	610	Carleton Sheets	Professional Education Institute	455
2	386	Bowflex	Nautilus Group Inc.	428
3	7	Cross Bar	Weider Fitness	370
4	292	Ionic Breeze	The Sharper Image	324
5	48	Magic Bullet	Homeland Housewares	321
6	36	Little Giant Ladder	Wing Enterprises Inc.	316
7	58	CortiSlim	Window Rock Enterprises	313
8	139	bareMinerals	MD Beauty	302
9	18	American Legacy Guitar	HSN	295
10	605	Attacking Anxiety	Midwest Center	287
11	46	Ronco Six Star	Ronco Inc.	277
12	107	Free & Clear	HCG Inc.	262
13	38	Oreck Air	Oreck Direct	250
14	420	Proactiv Solution	Guthy-Renker Corp.	248
15	131	Winsor Pilates	Guthy-Renker Corp.	247
16	28	Core Secrets	Guthy-Renker Corp.	236
17	36	Interview With Dr. Day	ITV Direct	226
18	64	Sheer Cover	Guthy-Renker Corp.	200
19	164	Tempur-Pedic	Tempur-Pedic Inc.	198
20	402	Total Gym	American Telecast	196

Short-Form Programs

Rank	Product Name	Marketing Company	Price	S&H
1	Relacore	Carter-Reed Co.	$0.00	$0.00
2	CortiSlim	Window Rock Enterprises	$0.00	$0.00
3	Estrin D	Covaxil Laboratories Inc.	$0.00	$0.00
4	Ab Lounge	Fitness Quest Inc.	$14.95	$0.00
5	Freedom Tower Silver Dollar	National Collector's Mint	$19.95	$5.00
6	Bowflex Xtreme	The Nautilus Group	$0.00	$0.00
7	Micro Touch Trimmer	Ideavillage	$14.99	$5.99
8	Songbird	Songbird Hearing Inc.	$138.00	$8.95
9	Free Money To Pay Bills	Information USA	$37.95	$7.00
10	Propolene	Obesity Research Institute	$29.95	$9.95
11	Comb 'n Cut	Wahl Clipper Company	$39.00	$9.95
12	Bell & Howell Alarm System	Emson Corp.	$19.95	$6.95
13	Smoke Away	Emerson Direct	$0.00	$0.00
14	First Alert Alarm	TELEBrands	$9.99	$6.95
15	PowerSwing	Sportcraft Ltd.	$0.00	$0.00
16	Laser Straight	Ideavillage	$19.99	$7.99
17	Girls Gone Wild	Mantra Entertainment	$9.99	$4.99
18	Focus Factor	Vital Basics Inc.	$0.00	$5.00
19	Sonic Earz	Emson Corp.	$19.95	$6.95
20	Disney's Greatest	Time-Life Music	$26.99	$5.99

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