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The IMS Top DRTV National Cable Rankings

TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Cross Bar	Weider Fitness	Payments as low as $37.50 per month	466
2	Bowflex	Nautilus Group Inc.	Payments as low as $19 per month	432
3	Natural Cures	Shop America	$29.95 plus $9.95 S&H	374
4	Winsor Pilates	Guthy-Renker Corp.	$9.95 plus $3.95 S&H	258
5	Body Makeover	Provida Life Sciences	6 payments of $19.99 plus $19.99 S&H	237
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	322
2	Proactiv Solution	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	231
3	Youthful Essence	Guthy-Renker Corp.	$39.95 plus $5.95 S&H	162
4	Murad	Murad Inc.	$29.95 plus $6.95 S&H	153
5	Sheer Cover	Guthy-Renker Corp.	$29.95 plus $7.95 S&H	139
ENTERTAINMENT				
1	Lifetime of Romance	Time-Life Music	Four payments of $29.99 plus $11.99 S&H	204
2	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	152
3	Dean Martin Variety	Guthy-Renker Corp.	$9.95 plus $3.95 S&H	120
4	Legends	Time-Life Music	Four payments of $29.99 plus $11.99 S&H	77
5	Legendary Rock	Time-Life Music	Four payments of $29.99 plus $11.99 S&H	68
HOUSEHOLD / KITCHEN				
1	Little Giant Ladder	Wing Enterprises Inc.	4 payments of $89	383
2	Ionic Breeze	The Sharper Image	5 payments of $69.99 plus $21.95 S&H	336
3	Ronco Six Star	Ronco Inc.	4 payments of $39.95 plus S&H	323
4	Oreck Air	Oreck Direct	Payments as low as $29.17 per month	265
5	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus S&H	220
BUSINESS OPPORTUNITY				
1	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 S&H	383
2	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	271
3	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	146
4	Jeff Paul System	Jeff Paul Systems	$29.95 plus $12.50 S&H	145
5	ePower and Profits	N/A	$19.95 plus $12.95 S&H	76
MISCELLANEOUS				
1	American Legacy Guitar	HSN	Three payments of $66 plus $18.95 S&H	317
2	Attacking Anxiety	Midwest Center	Lead-generation	276
3	Pfizer	Pfizer Inc.	Brand-awareness	131
4	Fine Art Showcase	New Media Frontier	Lead-generation	128
5	Voom	Rainbow DBS Co.	Starting at $39.90 per month	124

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Relacore	Carter-Reed Co.	$0.00	$0.00
2	Estrin D	Covaxil Laboratories Inc.	$0.00	$0.00
3	Ab Lounge	Fitness Quest	$14.95	$0.00
4	CortiSlim	Window Rock Enterprises	$0.00	$0.00
5	Gazelle Freestyle	Fitness Quest	$0.00	$0.00
BEAUTY				
1	Comb 'n Cut	Wahl Clipper Company	$39.00	$9.95
2	Ageless Woman	One World Health	$0.00	$7.95
3	Follicare	Advanced Body Care Solution	$0.00	$0.00
4	Invisalign	Align Tech	$0.00	$0.00
5	Micro Touch Trimmer	Ideavillage	$14.99	$5.99
ENTERTAINMENT				
1	George Strait	Castalian Music	$24.98	$4.95
2	History of Rock	Time-Life Music	$29.99	$5.99
3	Girls Gone Wild	Mantra Entertainment	$9.99	$4.99
4	Shania Twain Greatest Hits	Castalian Music	$16.98	$4.95
5	NOW Christmas Vol. 2	Castalian Music	$19.98	$4.95
HOUSEHOLD / KITCHEN				
1	Tempur-Pedic	Tempur-Pedic	$0.00	$0.00
2	Roomba Discovery	iRobot Inc.	$249.99	$0.00
3	Cold Heat	Merchandise Direct	$19.95	$6.95
4	Craftmatic	Craftmatic Org. Inc.	$0.00	$0.00
5	Laser Straight	Ideavillage	$19.99	$7.99
PERSONAL				
1	Q-Ray	QT Inc.	$19.95	$9.95
2	Sonic Earz	Emson Corp.	$19.95	$6.95
3	Tri Tek	Emson Corp.	$19.95	$6.95
4	Titanium Turbo	Ideavillage	$19.99	$5.99
5	Vazoplex	Gerovicap Pharmacies	$19.95	$6.00
COMPUTERS & ELECTRONICS				
1	AOL Optimized PC	America Online Inc.	$299.99	$49.95
2	Stop Sign	eAcceleration Corp.	$0.00	$0.00
3	Bose Wave Music System	Bose Corp.	$0.00	$0.00
4	Veloz	eAcceleration Corp.	$0.00	$0.00
5	Bell & Howell Alarm Sys.	Emson Corp.	$19.95	$6.95

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