

## The Top DRTV National Cable Rankings

## TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANI	( PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
1	HEALTH & FITNE Body Makeover	SS Provida Life Sciences	6 payments of \$19.99	353
	•		plus \$19.99 S&H	
2	Natural Cures	Shop America LLC	30-day trial for \$49.95	334
3	Bowflex	Nautilus Group Inc.	Monthly payments as low as \$19	292
4	Sea Vegg	ITV Direct	Lead-generating	208
5	Tread Climber	Nautilus Group Inc.	Monthly payments as low	177
			as \$72 plus S&H	
	BEAUTY			
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	329
2	Klear Action	Thane Intl.	Three payments of \$29.99 plus S&H	279
3	TrueCeramic Pro	Advanced Beauty	30-day trial for \$14.95	192
4	Bosley Medical	Bosley Medical Inst.	Lead-generating	166
5	Proactiv Solution	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	95
	ENTERTAINMENT	Г		
1	Classic Soul Ballads	Time-Life Music	Four payments of \$29.99 plus \$12.99 S&H	139
2	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	108
3	Country Legends	Time-Life Video	Four payments of \$29.99 plus \$12.99 S&H	58
4	Ultimate Love Songs	Time-Life Music	Four payments of \$29.99 plus \$12.99 S&H	48
5	Legends	Time-Life Music	Four payments of \$29.99 plus \$11.99 S&H	36
	HOUSEHOLD / KI	TCHEN		
1	Magic Bullet	Homeland Housewares	Three payments of \$33.33	333
2	Tompur Dodio	Tompur Dadio Inc	plus \$39.98 S&H	210
2	Tempur-Pedic Little Giant Ladder	Tempur-Pedic Inc. Wing Enterprises Inc.	Lead-generating Four payments of \$89	319 271
4	Oreck XL	Oreck Direct	Monthly payments of \$36	240
5	Swivel Sweeper	Ontel Products Inc.	Three payments of \$19.99	200
	•		plus \$12.99 S&H	
	BUSINESS OPPO	RTUNITY		
1	Carleton Sheets		30-day trial for \$9.95 S&H	465
2	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	216
3	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	120
4	Jeff Paul System Cash Flow Business	Jeff Paul Systems	\$29.95 plus \$12.50 S&H	92
5	Cash Flow Business	America's note network	Three payments of \$39.95 plus \$15 S&H	80
	MISCELLANEOUS	3		
1	WalkFit Orthotics	Phase 4 Orthotics LLC	\$19.95 plus \$9.95 S&H	274
2	Cable Shopping Network	Cable Shopping Network	\$89.95 plus \$9.95 S&H	258
3	Feed the Children	Feed the Children	\$8 monthly donation	129
4	Attacking Anxiety	Midwest Center	Lead-generating	112
5	LIFE	LIFE Outreach Intl.	\$30, \$50 or \$100 donation	111

## TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RAN	K PRODUCT NAME	MARKETING COMPANY PRICE	E OFFERED	S&H
	HEALTH & FITNESS			
1	Ab Lounge	Fitness Quest	\$14.95	\$0.00
2	Bowflex Xtreme	Nautilus Group	\$0.00	\$0.00
3	Relacore	Carter-Reed Co.	\$0.00	\$0.00
4	Leptoprin	A.G. Waterhouse	\$153	\$5.95
5	Propolene	Obesity Research Institute	\$29.95	\$0.00
	DEALITY			
1	BEAUTY	Vereth Fish are consist Contains		¢0.00
1	ProCede	Youth Enhancement Systems		\$0.00
2	bareMinerals	MD Beauty	\$0.00	\$0.00
3	Proactiv Solution	Guthy-Renker Corp.	\$0.00	\$0.00
4	Bosley Medical	Bosley Medical Inst.	\$0.00	\$0.00
5	Cosmetique	Cosmetique Inc.	\$0.00	\$4.95
	ENTERTAINMENT			
1	Twilight Time	Mystic Music	\$26.95	\$5.00
2	Celtic Woman	Castalian Music	\$18.98	\$4.95
3	Jazz After Dark II	Castalian Music	\$19.98	\$4.95
4	Red Hot	Mystic Music	\$26.95	\$5.00
5	Robert Plant	Razor & Tie Direct	\$18.98	\$4.95
	HOUSEHOLD / KITCH		40.00	***
1	Tempur-Pedic	Tempur-Pedic Inc.	\$0.00	\$0.00
2	Everlife Flashlight	ARM	\$19.95	\$7.95
3	Cold Heat	Merchandise Direct	\$19.95	\$6.95
4	Craftmatic Model II	Craftmatic Org. Inc.	\$0.00	\$0.00
5	Orange Glo	Orange Glo Intl.	\$39.98	\$9.99
	PERSONAL			
1	Mobility Products	Invacare Corp.	\$0.00	\$0.00
2	Titanium Turbo	Ideavillage	\$19.99	\$5.99
3	Rascal	Electric Mobility	\$0.00	\$0.00
4	Q-Ray	QT Inc.	\$19.95	\$9.95
5	Home Oxygen 2-U	CHAD Therapeutics Inc.	\$0.00	\$0.00
1	COMPUTERS & ELEC	RealNetworks Inc.	20.00	00.00
	Rhapsody Stop Sign		\$0.00	\$0.00
2	Stop Sign	eAcceleration Corp.	\$0.00	\$0.00
3	Go to My PC	Experticity Inc.	\$0.00	\$0.00
4	Veloz	eAcceleration Corp.	\$0.00	\$0.00
5	Bose Quiet Comfort II	Bose Corp.	\$0.00	\$0.00

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Response JULY 2005 www.responsemagazine.com