



The Top 20 DRTV National Cable Rankings

LONG-FORM PROGRAMS

RANK	WEEKS ON CHART	SHOW	MARKETING COMPANY	COUNT
1	562	Carleton Sheets	Professional Education Institute	560
2	338	Bowflex	Nautilus Group Inc.	458
3	10	Supreme Greens	ITV Direct	396
4	557	Attacking Anxiety	Midwest Center	391
5	138	Gazelle Freestyle	Fitness Quest	384
6	244	Sharper Image	The Sharper Image	380
7	269	Ronco Showtime	Ronco Inc.	336
8	44	Cross Bow	Weider	329
9	354	Total Gym	American Telecast	321
10	91	bareMinerals	MD Beauty	288
11	62	TriVita	TriVita Way Intl.	282
12	88	Ultimate GHG	Great American Products	274
13	39	Body Makeover	ProVida Life Sciences	272
14	372	Proactiv Solution	Guthy-Renker Corp.	246
15	59	Free & Clear	HCG Inc.	234
16	92	Girls Gone Wild	Mantra Entertainment	232
17	38	Body Flex	Savvier	227
18	128	FoodSaver Vac	Tilia Inc.	218
19	86	Power Juicer	Power Juicer LLC	215
20	8	Magikan	Magikan Direct Inc.	210

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SHORT-FORM PROGRAMS

RANK	TITLE	MARKETING COMPANY	PRICE	S&H
1	Leptoprin	PKPF Agency/Zoller Labs	\$153	\$6.00
2	Bowflex Xtreme	The Nautilus Group	\$0.00	\$0.00
3	Smoke Away	Council on Natural Health	\$0.00	\$0.00
4	EZ Quit	EZ Healthcare Products	\$0.00	\$8.95
5	Micro Touch Trimmer	Ideavillage	\$14.99	\$6.99
6	Focus Factor	Vital Basics Inc.	\$0.00	\$5.00
7	Smoke Arrest	Direct to Retail Advertising	\$0.00	\$0.00
8	Nathan's Grill	National Express	\$19.95	\$6.95
9	Pops-a-Dent	Direct to Retail Advertising	\$19.95	\$8.00
10	Brew Station	Hamilton Beach	\$59.98	\$13.00
11	Very Best of the Eagles	Castalian Music	\$24.98	\$4.95
12	OxiClean	Orange Glo Intl.	\$19.99	\$10.00
13	Air Press	TELEBrands	\$39.99	\$8.00
14	Divide Pro	Merchant Media Corp.	\$19.99	\$7.95
15	Tread Climber	The Nautilus Group	\$0.00	\$0.00
16	Free Money to Pay Bills	Information U.S.A.	\$37.95	\$7.00
17	Avacor	Global Vision Products	\$0.00	\$0.00
18	Queens of Classic Country	Time-Life Music	\$9.99	\$5.00
19	Worship Together	Time-Life Music	\$9.99	\$5.00
20	Washlet	Toto	\$0.00	\$0.00

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Copyright 2003, **Infomercial Monitoring Service Inc.** Satellite 2, 810 Parkway Blvd., Broomall, PA 19008, USA. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: catanese@imstv.com. Ranking for October 2003. Consecutive weeks on chart since 1/93. Based solely on frequency of programs aired on national cable networks monitored. IMS is a research and publishing company that tracks both long- and short-form DRTV on national cable, satellite and broadcast. Its database and video library services companies involved in all aspects of the DR industry. IMS also provides weekly and monthly reports of DRTV rankings, verification and evaluations.