



## The Top 20 DRTV National Cable Rankings

### LONG-FORM PROGRAMS

RANK	WEEKS ON CHART	SHOW	MARKETING COMPANY	COUNT
1	566	Carleton Sheets	Professional Education Institute	411
2	273	Ronco Showtime	Ronco Inc.	353
3	342	Bowflex	Nautilus Group Inc.	334
4	48	Cross Bow	Weider	328
5	248	Sharper Image	The Sharper Image	309
6	142	Gazelle Freestyle	Fitness Quest	308
7	14	Supreme Greens	ITV Direct	292
8	561	Attacking Anxiety	Midwest Center	272
9	18	Total Gym	American Telecast	259
10	376	Proactiv Solution	Guthy-Renker Corp.	243
11	132	FoodSaver Vac	Tilia Inc.	240
12	17	MAXX	Helen of Troy	225
13	43	Body Makeover	ProVida Life Sciences	219
14	63	Free & Clear	HCG Inc.	216
15	18	Total Trolley	Total Trolley	203
16	12	Scunci Steamer	Live Shop TV	187
17	95	bareMinerals	MD Beauty	180
18	90	Power Juicer	Power Juicer LLC	174
19	12	6-Second Abs	Savvier Inc.	164
20	12	DooWop Gold		

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### SHORT-FORM PROGRAMS

RANK	TITLE	MARKETING COMPANY	PRICE	S&H
1	Leptoprin	PKPF Agency/Zoller Labs	\$153	\$6.00
2	EZ Quit	EZ Healthcare Products	\$0.00	\$8.95
3	Bowflex Extreme	The Nautilus Group	\$0.00	\$0.00
4	Micro Touch Trimmer	Ideavillage	\$14.99	\$5.99
5	OxyKic	Bissell Homecare Inc.	\$19.99	\$6.99
6	Smoke Away	Council on Natural Health	\$0.00	\$0.00
7	Focus Factor	Vital Basics Inc.	\$0.00	\$5.00
8	Pops-a-Dent	Direct to Retail Advertising	\$19.95	\$8.00
9	Divide Pro	Merchant Media Corp.	\$19.95	\$7.95
10	Tread Climber	The Nautilus Group	\$0.00	\$0.00
11	Brew Station	Hamilton Beach	\$59.98	\$13.00
12	Smoke Arrest	Direct to Retail Advertising	\$0.00	\$0.00
13	Free Money to Pay Bills	Information USA	\$37.95	\$7.00
14	Handy Stitch	Ideavillage	\$14.99	\$6.00
15	Leak Ender 2000	Best Buys Direct	\$14.95	\$4.00
16	Washlet	Toto	\$0.00	\$0.00
17	Queens of Classic Country	Time-Life Music	\$9.99	\$5.00
18	Finishing Touch	Ideavillage	\$14.99	\$6.00
19	Now Christmas 2	Castalian Music	\$19.98	\$4.95
20	Air Press	TELEBrands	\$39.99	\$8.00

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](mailto:catanese@imstv.com). Ranking for November 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.