

LONG FORM: TOP 5 VERTICAL MARKETS

IMS infomercial rankings are based solely on **Media Spending** for programs aired on national cable and satellite networks monitored.

RANK	MARKETING COMPANY	PRICE OFFERED
HEALTH & FITNESS		
1	Insanity Beachbody	3 payments of \$39.95 plus \$24.95 S&H
2	Total Gym Total Gym Fitness LLC	30-day trial for \$14.95
3	Zumba Zumba Fitness LLC	3 payments of \$19.95 plus \$15.95 S&H
4	10 Minute Trainer Beachbody	3 payments of \$29.95 plus S&H
5	Ab Rocket Twister Emson Direct	30-day trial for \$14.95
BEAUTY		
1	Meaningful Beauty Guthy-Renker Corp.	\$39.95 plus \$5.99 S&H
2	Wen Guthy-Renker Corp.	\$29.95 plus \$5.99 S&H
3	Murad Resurgence Murad Inc.	\$39.95 plus \$8.95 S&H
4	Cold Plasma Sub-D Perricone MD	\$49.95 plus \$5.95 S&H
5	Supersmile Guthy-Renker Corp.	\$29.95 plus \$9.99 S&H
ENTERTAINMENT		
1	Power of Love Time-Life Music	5 payments of \$29.99 plus S&H
2	Music of Your Life Time-Life Music	6 payments of \$26.99
3	Romancing the 60s Time-Life/StarVista	6 payments of \$26.99
4	Teen Years Time-Life Music	5 payments of \$29.99 plus \$1.99 S&H
5	Danny Gans Results Producers	\$29.95 plus \$10.95 S&H
HOUSEHOLD		
1	NuWave Precision Cooktop Hearthware Inc.	3 payments of \$33.33 plus \$29.95 S&H
2	NutriBullet NutriBullet LLC	5 payments of \$19.99 plus \$19.95 S&H
3	Living Well Health Master Tristar Products	3 payments of \$49.99 plus \$29.99 S&H
4	Shark Rotator Euro-Pro LLC	4 payments of \$49.95 plus S&H
5	Shark Steam Pocket Euro-Pro LLC	4 payments of \$39.95
BUSINESS OPPORTUNITY		
1	LIFE LIFE Outreach Intl.	\$69
2	Social Media Profits Success TV LLC	\$19.95 plus \$9.95 S&H
3	Trudeau's Free Money Free Money	\$29.95 plus \$11.95 S&H
4	Total Transformation Legacy Publishing Co.	Lead-generating
5	J.G. Wentworth J.G. Wentworth	Lead-generating

SHORT FORM: TOP 5 VERTICAL MARKETS

IMS spot rankings are based solely on **Frequency** of programs aired on national cable and satellite networks monitored.

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Lipozene	Obesity Research Institute	\$29.95	\$0.00
2	Super Beta Prostate	New Vitality	\$39.95	\$6.99
3	Nutrisystem Success	Nutrisystem Inc.	\$0.00	\$0.00
4	Ab Carver Pro	Ab Carver Pro	\$39.90	\$0.00
5	NutriDiet	Kowa Health Care America	\$39.95	\$5.95
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	no! no!	Radiancy	\$269.85	\$14.95
3	Toppik	Spencer Forrest Inc.	\$0.00	\$6.99
4	Hot Buns	Allstar Products Group	\$10	\$7.95
5	Callous Clear	TELEBrands	\$10	\$6.99
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
2	Stuffies	MartFive LLC	\$29.95	\$0.00
3	New York Times	New York Times Corp.	\$0.99	\$0.00
4	Tummy Stuffers	Tummy Stuffers	\$19.99	\$8.99
5	Hollywood Psychics	Hollywood Psychics	\$0.00	\$0.00
HOUSEHOLD/KITCHEN				
1	FabriClear	Harvest Direct	\$19.95	\$7.95
2	Flex Seal	Swift Response	\$19.99	\$9.95
3	S20 Laundry Sheets	TMGTV	\$19.99	\$0.00
4	Stream Clean	Plymouth Direct/McAlister	\$10	\$7.95
5	Super Clean	Super Clean	\$19.95	\$0.00
PERSONAL				
1	Wax Vac	LM Direct/Hampton Direct	\$10	\$6.99
2	Tag Away	Plymouth Direct/McAlister	\$19.99	\$9.95
3	Vibrating Twister	Church & Dwight Co.	\$59.99	\$0.00
4	Forever Comfy	Allstar Products Group	\$19.95	\$9.95
5	Ageless Male	New Vitality	\$39.95	\$0.00

© Copyright 2013 Infomercial Monitoring Service, Inc.™ All rights reserved. IMSTVOnline.com. Satellite 2, 810-812 Park Way, Philadelphia, PA 19008. Phone (610)-328-6902. Fax: (610)-328-6791. E-mail sam@imstv.com. Rankings for **March 2013**. IMS is a research and publishing company that tracks both long-form infomercials — and short-form DRTV spots on nation cable, broadcast and satellite networks. Rankings for each month are based on long-form infomercial media and short-form spot frequency of programs aired on networks monitored. IMS database and video library services involve all aspect of the DR industry. IMS provides weekly and month report, rankings, verifications, evaluations, research, consulting, film and video production and post production.

No part of any IMS reports may be reproduced or transmitted in any form electronic or mechanical, including photocopy, or any information storage and retrieval system without permission in writing from IMS. IMS is not responsible for any loss due to errors or omissions in information provided, or for any loss of service due to technical or other difficulties. Please visit IMSTVOnline.com for more information.