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 2 Total Gym	Beachbody Total Gym Fitness LLC	3 payments of \$39.95 plus \$24.95 S&H 30-day trial for \$14.95		
3 Omega XL	Great Health Works	\$49.95 plus \$9.95 S&H (BOGO)		
4 Hip-Hop Abs	Beachbody	\$19.95 plus \$7.95 S&H		
5 Nopalea	TriVita	\$9.95 S&H only		
BEAUTY				
1 Wen	Guthy-Renker Corp.	\$29.95		
2 Cold Plasma Sub-D	Guthy-Renker Corp.	\$49.95 plus \$5.95 S&H		
3 Meaningful Beauty	Guthy-Renker Corp.	\$39.95 plus \$5.99 S&H		
4 Perfecter	Tristar Products	3 payments of \$33.33		
5 Hair Club	Hair Club for Men	Lead-generating		
ENTERTAINMEN'				
1 Gaither	Time-Life Video	5 payments of \$19.99		
2 Teen Years	Time-Life Music	5 payments of \$19.99		
3 Power of Love	Time-Life Music	5 payments of \$29.99 plus S&H		
4 Golden Age of Country		4 payments of \$29.99 plus \$12.99 S&H		
5 Music of Your Life	Time-Life Music	6 payments of \$26.99		
HOUSEHOLD				
1 Shark Sonic Duo	Euro-Pro LLC	4 payments of \$49.95 plus \$29.95 S&H		
2 Shark Rotator	Euro-Pro LLC	4 payments of \$49.95 plus S&H		
3 NuWave Precision Cooktop	Hearthware Inc.	3 payments of \$33.33 plus \$29.95 S&H		
4 NuWave Oven Pro	Hearthware Inc.	3 payments of \$39.95 plus S&H (BOGO)		
5 Worx	Positec USA Inc.	3 payments of \$39.95 plus \$26.89 S&H		
BUSINESS OPPORTUNITY				
1 Total Transformation	Legacy Publishing Co.	3 payments of \$109 plus \$19 S&H		
2 J.G. Wentworth	J.G. Wentworth	Lead-generating		
3 Social Media Profits	Success TV LLC	\$19.95 plus \$9.95 S&H		
4 Go Time	Go Time	\$19.95 plus S&H		
5 National Mortgage Connection	The Reverse Mortgage Connection	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 P	RICE OFFERED	S&H
HEALTH & FITNESS			
1 Lipozene	Obesity Research Institute	e \$29.95	\$0.00
2 Nutrisystem Success	Nutrisystem Inc.	\$229.99	\$0.00
3 Ab Carver Pro	Ab Carver Pro	\$39.90	\$8.30
4 Super Beta Prostate	New Vitality	\$39.95	\$6.99
5 NutriDiet	KOWA Health Care Americ	a \$39.95	\$5.95
BEAUTY			
1 Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$6.99
2 Ultimate Detangling Brush	Emson Corp.	\$14.95	\$5.95
3 no! no!	Radiancy	\$284.90	\$14.95
4 St. Tropez	PZ Cussons Beauty	\$39.99	\$7.99
5 Air Curler	Hampton Direct	\$14.99	\$7.99
ENTERTAINMENT			
1 Tummy Stuffers	Jay At Play	\$19.99	\$8.99
2 iPad Play Case	App Ventures LLC	\$19.99	\$9.99
3 Glow Pets	Ontel Products	\$29.95	\$7.95
4 California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
5 Pocket Pals	TELEBrands	\$19.99	\$6.99
HOUSEHOLD/KITCHE	N		
1 Stream Clean	Plymouth Direct/McAlister	\$10	\$7.95
2 Furniture Fix	Hampton Direct	\$14.99	\$7.95
3 Chillow	Hampton Direct	\$12.99	\$6.95
4 FabriClear	Harvest Direct	\$19.95	\$7.95
5 Flex Seal	Swift Response	\$19.99	\$9.95
PERSONAL			
1 Tag Away	Plymouth Direct/McAlister	\$19.99	\$9.95
2 Wax Vac	LM Direct/Hampton Direct	\$10	\$6.99
3 Forever Comfy	Allstar Products Group	\$19.95	\$9.95
4 Vibrating Twister	Church & Dwight Co.	\$59.99	\$7.99
5 ZQuiet	ZQuiet	\$59.95	\$9.95

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