

THE TOP DRTV NATIONAL CABLE AND SATELLITE RANKINGS

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	Omega XL	Great Health Works
		\$49.95 plus \$9.95 S&H (BOGO)
4	Food Lovers' Fat Loss	Provida Life Sciences
		\$199.99 plus \$19.99 S&H
5	SENSA	SENSA Products LLC
		30-day trial for \$9.95
BEAUTY		
1	Wen	Guthy-Renker Corp.
		\$29.95
2	Hair Club	Hair Club for Men
		Lead-generating
3	Cold Plasma Sub-D	Guthy-Renker Corp.
		\$49.95 plus \$5.95 S&H
4	Meaningful Beauty	Guthy-Renker Corp.
		\$39.95 plus \$5.99 S&H
5	Luminess Air	Luminess Direct LLC
		30-day trial for \$19.95
ENTERTAINMENT		
1	Music of Your Life	Time-Life Music
		6 payments of \$26.99
2	Rock n' Roll Era	Time-Life/StarVista
		6 payments of \$26.99
3	Power of Love	Time-Life Music
		5 payments of \$29.99 plus S&H
4	Teen Years	Time-Life Music
		5 payments of \$19.99
5	Folk Years	Time-Life Music
		4 payments of \$29.99
HOUSEHOLD		
1	NuWave Precision Cooktop	Hearthware Inc.
		3 payments of \$33.33 plus \$29.95 S&H
2	NuWave Oven Pro	Hearthware Inc.
		3 payments of \$39.95 plus S&H (BOGO)
3	Shark Sonic Duo	Euro-Pro LLC
		4 payments of \$49.95 plus \$29.95 S&H
4	Shark Rotator	Euro-Pro LLC
		4 payments of \$49.95 plus \$30.95 S&H
5	Worx	Positec USA Inc.
		3 payments of \$39.95 plus \$26.89 S&H
BUSINESS OPPORTUNITY		
1	Transamerica	Oncor Insurance Svcs.
		Lead-generating
2	Total Transformation	Legacy Publishing Co.
		3 payments of \$109 plus \$19 S&H
3	Trudeau's Free Money	Free Money
		\$19.95 plus \$11.95 S&P
4	J.G. Wentworth	J.G. Wentworth
		Lead-generating
5	Brainetics	Brainetics LLC
		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	Ab Carver Pro	Ab Carver Pro	\$39.90	\$8.30
3	Super Beta Prostate	New Vitality	\$39.95	\$6.99
4	Nutrisystem Success	Nutrisystem Inc.	\$229.99	\$0.00
5	Bowflex Tread Climber	Nautilus Inc.	\$999	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Ultimate Detangling Brush	Emson Corp.	\$14.95	\$5.95
3	Air Curler	Hampton Direct	\$14.99	\$7.99
4	no! no!	Radiancy	\$289.95	\$14.95
5	Hollywood Nails	Inventel	\$19.99	\$5.95
ENTERTAINMENT				
1	Tummy Stuffers	Jay At Play	\$19.99	\$8.99
2	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
3	Glow Pets	Ontel Products	\$29.95	\$7.95
4	Greatest Elvis Collection	Greatest Elvis Collection	\$49.96	\$5.95
5	Flashlight Friends	Ideavillage Products	\$19.99	\$7.99
HOUSEHOLD				
1	Chillow	Hampton Direct	\$12.99	\$6.95
2	Stream Clean	Plymouth Direct/McAlister	\$10	\$7.95
3	Flex Seal	Swift Response	\$19.99	\$9.95
4	Side Socket	Allstar Products	\$10	\$7.95
5	OxiClean	Church & Dwight Co. Inc.	\$6.99	\$0.00
PERSONAL				
1	Tag Away	Plymouth Direct/McAlister	\$19.99	\$9.95
2	Wax Vac	LM Direct/Hampton Direct	\$10	\$6.99
3	AdamEve.com	PHE Inc.	\$0.00	\$0.00
4	Forever Comfy	Allstar Products	\$19.95	\$9.95
5	Ageless Male	New Vitality	\$39.95	\$6.99

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