

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	Focus T25	Beachbody
		3 payments of \$39.95 plus \$19.95 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
		6 payments of \$19.99 plus \$19.99 S&H
5	Teeter Hang-Ups	Teeter
		30-day trial for \$14.95
BEAUTY		
1	Wen	Guthy-Renker Corp.
		\$29.95 plus \$5.95 S&H
2	Meaningful Beauty	Guthy-Renker Corp.
		\$39.95 plus \$5.99 S&H
3	Luminess Air	Luminess Direct LLC
		30-day trial for \$19.95
4	Cold Plasma Sub-D	Guthy-Renker Corp.
		\$49.95 plus \$5.95 S&H
5	Perfecter Fusion Styler	Tristar Products Inc.
		3 payments of \$33.33
ENTERTAINMENT		
1	Dean Martin	Time-Life/StarVista
		5 payments of \$19.99
2	Carol Crack-Ups	Time-Life/StarVista
		5 payments of \$19.99
3	Best of Soft Rock	Time-Life/StarVista
		5 payments of \$29.99
4	Opry Video Classics	Time-Life Video
		4 payments of \$29.99 plus \$12.95 S&H
5	Golden Age of Pop	Time-Life Music
		5 payments of \$29.99
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 \$30.95 S&H
3	NuWave Oven Pro	Hearthware Inc.
		3 payments of \$39.95 plus S&H (BOGO)
4	NuWave Precision Cooktop	Hearthware Inc.
		3 payments of \$33.33 plus \$29.95 S&H
5	Shark Rocket	Euro-Pro LLC
		4 payments of \$39.95 plus \$29.90 S&H
BUSINESS OPPORTUNITY		
1	J.G. Wentworth	J.G. Wentworth
		Lead-generating
2	Social Media Profits	Success TV LLC
		\$19.95 plus S&H
3	Franchise Expo	Benchmark
		Lead-generating
4	Anybody Can Profit	Ted Thomas Inc.
		\$39.95 plus \$9.95 S&H
5	Resourceful Real Estate Academy	Resourceful Real Estate Academy
		30-day trial for \$14.95 S&H

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	Nutrisystem Success	Nutrisystem Inc.	\$229.99	\$0.00
2	Lipozene	Obesity Research Institute	\$29.95	\$0.00
3	NordicTrack Incline Trainer	Icon Health & Fitness	\$1,899	\$0.00
4	Ab Carver Pro	Ab Carver Pro	\$39.90	\$8.30
5	Fitness Made Simple	Mana Communications	\$24.95	\$9.95
BEAUTY				
1	Proactiv Plus	Guthy-Renker Corp.	\$29.95	\$0.00
2	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
3	X-Out	Guthy-Renker Corp.	\$19.95	\$0.00
4	Meaningful Beauty	Guthy-Renker Corp.	\$39.95	\$0.00
5	Bare Minerals	Bare Escentuals	\$29.99	\$0.00
ENTERTAINMENT				
1	Sports Illustrated	Time Inc.	\$49.95	\$0.00
2	Glow Pets	Ontel Products	\$29.95	\$7.95
3	Stuffies	Mart Five LLC	\$29.95	\$0.00
4	Dream Lites	Ontel Products	\$29.95	\$7.95
5	Bandaloom	Tristar Products Inc.	\$9.99	\$0.00
HOUSEHOLD				
1	Tempur-Pedic	Tempur-Pedic	\$0.00	\$0.00
2	Kaboom	Church & Dwight Co. Inc.	\$0.00	\$0.00
3	Hoover FloorMate	Hoover Co.	\$159.99	\$0.00
4	OxiClean	Church & Dwight Co. Inc.	\$0.00	\$0.00
5	Flex Seal	Swift Response	\$19.99	\$9.99
PERSONAL				
1	Ageless Male	New Vitality	\$29.95	\$6.99
2	Night View	Plymouth Direct	\$10	\$7.95
3	HurryCane	Mart Five LLC	\$39.95	\$0.00
4	Wax Vac	LM Direct/Hampton Direct	\$10	\$6.99
5	Hoveround	Hoveround Corp.	\$0.00	\$0.00

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