

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
2	Total Gym	Total Gym Fitness LLC
3	Teeter Hang-Ups	Teeter
4	Omega XL	Great Health Works
5	Fluidity Bar	Fluidity Home LLC
BEAUTY		
1	Wen	Guthy-Renker Corp.
2	Meaningful Beauty	Guthy-Renker Corp.
3	Luminess Air	Luminess Direct LLC
4	Perfector Fusion Styler	Tristar Products Inc.
5	Cold Plasma Sub-D	Guthy-Renker Corp.
ENTERTAINMENT		
1	Best of Tonight Show	Time-Life/StarVista
2	Dean Martin	Time-Life/StarVista
3	Soul of the 70s	Time-Life/StarVista
4	Carol's Crack-Ups	Time-Life/StarVista
5	Country Jukebox	Time-Life/StarVista
HOUSEHOLD		
1	NuWave Induction Cooktop	Hearthware Inc.
2	Shark Sonic Duo	Euro-Pro LLC
3	Ninja Mega	Euro-Pro LLC
4	Shark Rocket	Euro-Pro LLC
5	Dolce Gusto	Nescafe
BUSINESS OPPORTUNITY		
1	Humana	Humana
2	Social Media Profits	Success TV LLC
3	J.G. Wentworth	J.G. Wentworth
4	21 st Century Business	Multi-Media Productions USA Inc.
5	RedChip Money Report	RedChip Companies

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.	\$0.00	\$0.00
2	Lipozene	Obesity Research Institute	\$29.95	\$6.95
3	NordicTrack Incline Trainer	Icon Health & Fitness	\$1,799	\$0.00
4	Ab Carver Pro	Ab Carver Pro	\$39.90	\$0.00
5	Rockin' Body	Beachbody	\$19.95	\$7.99
BEAUTY				
1	Proactiv Plus	Guthy-Renker Corp.	\$29.95	\$5.99
2	no! no! Pro	Radiancy Inc.	\$289.95	\$14.95
3	X-Out	Guthy-Renker Corp.	\$19.95	\$0.00
4	Meaningful Beauty	Guthy-Renker Corp.	\$39.95	\$0.00
5	Hot Designs	Allstar Products Group	\$14.95	\$7.95
ENTERTAINMENT				
1	Stuffies	Mart Five LLC	\$29.95	\$0.00
2	Shirley Temple	Castalian Music	\$49.98	\$5.95
3	Party in the Tub	Safe TV Shop	\$14.95	\$7.95
4	Flashlight Friends	Flashlight Friends	\$19.99	\$0.00
5	LumiDoh	Hampton Direct	\$19.99	\$0.00
HOUSEHOLD				
1	Select Comfort Sleep Number	Select Comfort Inc.	\$0.00	\$0.00
2	My Spy Birdhouse	Lenfest Media/Hampton Dir.	\$14.99	\$7.99
3	Stream Clean	Top Dog Direct	\$10	\$7.95
4	Chillow	Hampton Direct	\$12.99	\$6.95
5	Crock Pot Hook Up	Sunbeam Products Inc.	\$39.99	\$8.50
PERSONAL				
1	Night View	Top Dog Direct	\$10	\$7.95
2	uTouch	Spirit Direct	\$19.95	\$7.95
3	HurryCane	Mart Five LLC	\$39.95	\$0.00
4	Vibrating Twister	Church & Dwight Co. Inc.	\$59.99	\$7.99
5	Wax Vac	LM Direct/Hampton Direct	\$10	\$6.99

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