

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	Brazil Butt Lift	Beachbody
		3 payments of \$19.95 plus \$12.95 S&H
5	Insanity	Beachbody
		3 payments of \$39.95 plus \$24.95 S&H
BEAUTY		
1	Wen	Guthy-Renker Corp.
		\$29.95
2	Meaningful Beauty	Guthy-Renker Corp.
		\$39.95 plus \$5.99 S&H
3	Proactiv Solution	Guthy-Renker Corp.
		\$29.99 plus \$5.99 S&H
4	Luminess Air	Luminess Direct LLC
		30-day trial for \$19.95
5	Sheer Cover	Guthy-Renker Corp.
		\$29.95 plus \$5.99 S&H
ENTERTAINMENT		
1	Dean Martin	Time-Life/StarVista
		5 payments of \$19.99
2	Folk Years	Time-Life Music
		4 payments of \$29.99
3	Music of Your Life	Time-Life Music
		6 payments of \$26.99
4	Power of Love	Time-Life Music
		5 payments of \$29.99
5	Best of Soft Rock	Time-Life/StarVista
		5 payments of \$29.99
HOUSEHOLD		
1	Shark Sonic Duo	Euro-Pro LLC
		4 payments of \$49.95 plus \$29.95 S&H
2	NuWave Oven Pro	Hearthware Inc.
		3 payments of \$39.95 plus S&H (BOGO)
3	NuWave Precision Cooktop	Hearthware Inc.
		3 payments of \$33.33 plus \$29.95 S&H
4	Shark Rotator	Euro-Pro LLC
		4 payments of \$49.95 plus \$30.95 S&H
5	Shark Rocket	Euro-Pro LLC
		4 payments of \$39.95 plus \$29.90 S&H
BUSINESS OPPORTUNITY		
1	Transamerica	Oncor Insurance Svcs.
		Lead-generating
2	J.G. Wentworth	J.G. Wentworth
		Lead-generating
3	Social Media Profits	Success TV LLC
		\$19.95 plus S&H
4	Debt Cures II	Trudeau's Debt Cures
		\$19.95 plus \$11.95 S&H
5	Insider's Financial Workshop	Insider's Financial
		Free tickets to live event

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	\$0.00
3	Nutrisystem Success	Nutrisystem Inc.	\$229.99	\$0.00
4	Bowflex Tread Climber	Nautilus Inc.	\$999	\$0.00
5	NordicTrack x9i	Icon Health & Fitness	\$1,999	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	no! no! Pro	Radiancy	\$289.95	\$14.95
3	Magna Nails	Inventel	\$10.99	\$6.95
4	X-Out	Guthy-Renker Corp.	\$19.95	\$0.00
5	Hollywood Nails	Inventel	\$19.99	\$5.95
ENTERTAINMENT				
1	Gak	NSI Intl. Inc.	\$19.99	\$8.99
2	Tummy Stuffers	Jay At Play	\$19.99	\$8.99
3	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
4	Glow Pets	Ontel Products	\$29.95	\$7.95
5	World's Softest	Crazy On Digital Corp.	\$19.99	\$8.99
HOUSEHOLD				
1	Chillow	Hampton Direct	\$12.99	\$6.95
2	Flex Seal	Swift Response	\$19.99	\$9.95
3	Stream Clean	Plymouth Direct/McAlister	\$10	\$7.95
4	X Hose Pro	National Express Inc.	\$29.95	\$7.95
5	Sobakawa Pillow	National Express Inc.	\$19.99	\$7.95
PERSONAL				
1	Tag Away	Plymouth Direct/McAlister	\$19.99	\$9.95
2	Night View	Plymouth Direct	\$10	\$7.95
3	Wax Vac	LM Direct/Hampton Direct	\$10	\$6.99
4	Ageless Male	New Vitality	\$39.95	\$6.99
5	Vibrating Twister	Church & Dwight Co.	\$59.99	\$7.99

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