

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	Zumba Fitness LLC	3 payments of \$29.95 plus \$15.95 S&H
2	TriVita	Free bottle with \$9.95 S&H
3	Fluidity Fitness LLC	30-day trial for \$39.95 plus \$49.95 S&H
4	Beachbody	3 payments of \$29.95 plus \$14.95 S&H
5	Total Gym Fitness LLC	30-day trial for \$29.95
BEAUTY		
1	Guthy-Renker Corp.	\$39.95 plus \$5.99 S&H
2	Guthy-Renker Corp.	\$29.95 plus \$5.99 S&H
3	Murad Inc.	\$39.95 plus \$8.95 S&H
4	Philosophy Skin Care	\$39.95 plus S&H
5	Luminess Direct LLC	30-day trial for \$29.95
ENTERTAINMENT		
1	Time-Life/StarVista	3 payments of \$19.99
2	Time-Life Music	5 payments of \$29.99 plus \$1.99 S&H
3	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H
4	Time-Life Music	6 payments of \$26.99
5	Time-Life Music	5 payments of \$29.99
HOUSEHOLD		
1	Hearthware Inc.	3 payments of \$33.33 plus \$29.95 S&H
2	Euro-Pro LLC	4 payments of \$49.95
3	Hoover	4 payments of \$49.99
4	Euro-Pro LLC	4 payments of \$49.95 plus S&H
5	NutriBullet LLC	5 payments of \$19.99 plus \$19.95 S&H
BUSINESS OPPORTUNITY		
1	Success TV LLC	\$19.95 plus \$9.95 S&H
2	Free Money	\$29.95 plus \$11.95 S&H
3	Focus Education LLC	30-day trial for \$14.95
4	Free Money	\$29.95 plus \$11.95 S&H
5	J.G. Wentworth	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	Super Beta Prostate	SebaClear	\$29.95	\$6.99
3	Ruby Reds	New Vitality	\$19.95	\$0.00
4	Bowflex Tread Climber	Nautilus Inc.	\$0.00	\$0.00
5	Pro-Form Ab Glider	ICON Health & Fitness	\$14.95	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	no! no!	Radiancy	\$284.90	\$14.95
3	Celtrixa	Hydroxatone LLC	\$79.95	\$0.00
4	Bare Minerals	Bare Escentuals	\$29.99	\$0.00
5	Micro Touch Max	IdeaVillage Products	\$9.88	\$0.00
ENTERTAINMENT				
1	Polly Pocket Wall Party	Mattel Inc.	\$0.00	\$0.00
2	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
3	Magna Color Magic	tech4kids	\$24.99	\$9.99
4	Dream Lites	Ontel Products Corp.	\$29.95	\$0.00
5	Stuffies	MartFive LLC	\$29.95	\$0.00
HOUSEHOLD/KITCHEN				
1	Kobalt Double Drive Ratchet	Lowe's	\$19.98	\$0.00
2	Flex Seal	Swift Response	\$19.99	\$9.95
3	FabriClear	Harvest Direct	\$19.95	\$7.95
4	Stretch Genie	Hampton Direct	\$9.99	\$6.95
5	Furniture Fix	Hampton Direct	\$14.99	\$7.95
PERSONAL				
1	Forever Comfy	Allstar Products Group	\$19.95	\$9.95
2	Wax Vac	LM Direct	\$10	\$6.99
3	Tag Away	Plymouth Direct/McAlister	\$19.99	\$9.95
3	Vibrating Twister	Church & Dwight Co.	\$69.99	\$0.00
5	Zyzyte 24/7	Vianda	\$0.00	\$0.00

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