Research The IMS 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	Body Revolution	GAIAM	4 payments of $29.99 plus $14.99 S&H
3	Total Gym	Total Gym Fitness LLC	30-day trial for $14.95
4	Tapout XT	TFit	3 payments of $39.95 plus $19.95 S&H
5	Nopalea	Trivita	Free bottle plus $9.95 S&H
BEAUTY			
1	Meaningful Beauty	Guthy-Renker Corp.	$39.95
2	Murad Resurgence	Murad Inc.	$39.95 plus $8.95 S&H
3	Wen	Guthy-Renker Corp.	$29.95 plus $5.99 S&H
4	Luminess Air	Luminess Direct LLC	30-day trial for $29.95
5	Tria Laser	Tria Beauty Inc.	Lead-generating
ENTERTAINMENT			
1	Teen Years	Time-Life Music	5 payments of $29.99 plus $1.99 S&H
2	Golden Age of Country	Time-Life Music	4 payments of $29.99 plus $12.99 S&H
3	Singers & Songwriters	Time-Life Music	5 payments of $29.99
4	Psychic Source	Psychic Source	$10 reading
5	Music of Your Life	Time-Life Music	6 payments of $26.99
HOUSEHOLD			
1	NuWave Precision Cooktop	Hearthware Inc.	3 payments of $33.33 plus $29.95 S&H
2	Shark Navigator Lift Away	Euro-Pro	4 payments of $49.95 plus $49.90 S&H
3	NutriBullet	NutriBullet LLC	5 payments of $19.99 plus $19.95 S&H
4	Shark Lift Around	Euro-Pro	4 payments of $39.95
5	My Pillow	LifeBrands Inc.	60-day risk-free offer
BUSINESS OPPORTUNITY			
1	Trudeau's Free Money	Free Money	$29.95 plus $11.95 S&H
2	Social Media Profits	Success TV LLC	$19.95 plus $9.95 S&H
3	Trudeau's Free Money 2	Free Money	$29.95 plus $11.95 S&H
4	Brainetics	Brainetics LLC	30-day trial for $14.95
5	Total Transformation	Legacy Publishing Co.	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	Nutrisystem Success	Nutrisystem Inc.	$77.49	$0.00
5	P90X	Beachbody	$14.95	$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	$19.95	$0.00
2	Gray Away	QB Labs	$19.99	$6.99
3	no! no!	Radiancy	$284.90	$14.95
4	Twist N Clip	Harvest Direct	$10	$6.99
5	Tria Laser	Tria Beauty Inc.	$89.99	$0.00
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	$0.00	$0.00
2	Hollywood Psychics	Hollywood Psychics	$0.00	$0.00
3	Dream Lites	Ontel Products	$29.95	$0.00
4	Psychic Source	Expert Link Inc.	$10	$0.00
5	Now Country	Push Entertainment	$0.00	$0.00
HOUSEHOLD/KITCHEN				
1	InstaHang	Hampton Direct	$14.99	$7.95
2	Flex Seal	Flex Seal	$19.99	$9.95
3	Kobalt Multi-Purpose	Lowe's	$19.98	$0.00
4	Super Clean	Super Clean	$19.95	$0.00
5	Grout Bully	Harvest Direct	$10	$7.95
PERSONAL				
1	Ageless Male	Ageless Male	$29.95	$0.00
2	Cyvita	Cyvita LLC	$19.95	$0.00
3	ZQuiet	ZQuiet	$9.95	$0.00
4	Vibrating Twister	Church & Dwight Co.	$59.99	$0.00
5	Total Pillow	Hampton Direct	$19.99	$7.95

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