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	Zumba	Zumba Fitness LLC	3 payments of $29.95 plus $15.95 S&H
3	Tapout XT	TFit	3 payments of $39.95 plus $19.95 S&H
4	Nopalea	TriVita	Free bottle with $9.95 S&H
5	Fluidity Bar	Fluidity Fitness LLC	$39.95 plus $49.95 S&H (30-day home trial)
BEAUTY			
1	Meaningful Beauty	Guthy-Renker Corp.	$39.95
2	Wen	Guthy-Renker Corp.	$29.95 plus $5.99 S&H
3	Murad Resurgence	Murad Inc.	$39.95 plus $8.95 S&H
4	Luminess Air	Luminess Direct LLC	30-day trial for $29.95
5	Hair Club	Hair Club for Men Ltd.	Lead-generating
ENTERTAINMENT			
1	Carol Burnett Show	Time-Life/StarVista	3 payments of $19.99
2	Golden Age of Country	Time-Life Music	4 payments of $29.99 plus $12.99 S&H
3	Diamond Resorts	Diamond Resorts International	3 payments of $166 plus tax
4	Singers & Songwriters	Time-Life Music	5 payments of $29.99
5	Smooth Soul	Time-Life Music	5 payments of $29.99
HOUSEHOLD			
1	NuWave Precision Cooktop	Hearthware Inc.	3 payments of $33.33 plus $29.95 S&H
2	WindTunnel Air	Hoover	4 payments of $49.99
3	NutriBullet	NutriBullet LLC	5 payments of $19.99 plus $19.95 S&H
4	Shark Rotator	Euro-Pro LLC	4 payments of $49.95 plus S&H
5	Ninja Cooking System	Euro-Pro LLC	4 payments of $49.95
BUSINESS OPPORTUNITY			
1	iFocus	Focus Education LLC	30-day trial for $14.95
2	Social Media Profits 2	Success TV LLC	$19.95 plus $9.95 S&H
3	Transamerica	Oncor Insurance Services LLC	Lead-generating
4	Trudeau's Free Money	Free Money	$29.95 plus $11.95 S&H
5	J.G. Wentworth	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	Bowflex Tread Climber	Nautilus Inc.	$0.00	$0.00
4	Amberen	Lunada Biomedical	$49.99	$7.99
5	InstaFlex	InstaFlex	$69.99	$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	$19.95	$0.00
2	no! no!	Radiancy	$284.90	$14.95
3	Bare Minerals	Bare Escentuals	$29.99	$0.00
4	Twist N Clip	Harvest Direct	$10	$6.99
5	Pink Armor	Ontel Products Corp.	$10	$6.99
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	$0.00	$0.00
2	Magna Color Magic	tech4kids	$24.99	$9.99
3	Dream Lites	Ontel Products Corp.	$29.95	$0.00
4	Heli Replay	Spin Direct	$44.99	$8.99
5	Mighty Morphin Power Rangers	Time-Life	$29.99	$0.00
HOUSEHOLD/KITCHEN				
1	Stretch Genie	Hampton Direct	$9.99	$6.95
2	FabriClear	Harvest Direct	$19.95	$7.95
3	Flex Seal	Swift Response	$19.99	$9.95
4	Super Clean	Super Clean	$9.95	$0.00
5	FlexAble Hose	Tristar Products	$19.95	$0.00
PERSONAL				
1	Forever Comfy	Allstar Products Group	$19.95	$9.95
2	Tag Away	Plymouth Direct/McAlister	$19.99	$9.95
3	Ageless Male	Ageless Male	$29.95	$0.00
4	Wax Vac	LM Direct	$10	$6.99
5	Extenze	Biotab Nutraceuticals	$0.00	$0.00

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