## 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.

F	RANK	MARKETING COMPANY	PRICE OFFERED
	HEALTH & FITNES	SS	
1	l Focus T25	Beachbody	3 payments of \$39.95 plus \$19.95 S&H
2	2 Total Gym	Total Gym Fitness LLC	30-day trial for \$14.95
3	3 P90X 3	Beachbody	3 payments of \$39.95 plus \$19.95 S&H
Z	1 Zumba	Zumba Fitness LLC	3 payments of \$29.95 plus \$19.95 S&H
Ę	5 Nutrisystem	Nutrisystem Inc.	28 days for \$229.99 (men's: \$259.99)
	BEAUTY		
1		Guthy-Renker Corp.	\$39.95 plus \$5.99 S&H
2	2 Wen	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H
3	3 Cold Plasma Sub-D	Guthy-Renker Corp.	\$49.95 plus \$5.95 S&H
Z	1 Luminess Air	Luminess Direct LLC	30-day trial for \$19.95
Ę	5 Hair Club	Hair Club for Men	Lead-generating
	ENTERTAINMENT	•	
1	Country Jukebox	Time-Life/StarVista	4 payments of \$29.99
2	Soul of the 70s	Time-Life/StarVista	5 payments of \$29.99
3	3 Opry Video Classics	Time-Life Video	4 payments of \$29.99 plus \$12.95 S&H
7	1 Dean Martin	Time-Life/StarVista	5 payments of \$19.99
Ę	5 Best of Tonight Show	Time-Life/StarVista	5 payments of \$19.99
	HOUSEHOLD		
1	l Nutribullet	Nutribullet LLC	6 payments of \$19.99
2	NuWave Precision	Hearthware Inc.	3 payments of \$33.33 plus \$29.95 S&H
	Cooktop		
3	3 Shark Rocket	Euro-Pro LLC	4 payments of \$44.95
	1 Dessert Bullet	Dessert Bullet LLC	4 payments of \$19.99 plus \$19.95 S&H
Ę	5 Shark Sonic Duo	Euro-Pro LLC	4 payments of \$49.95 plus \$29.95 S&H
	BUSINESS OPPOR	RTUNITY	
1	l Humana	Humana	Lead-generating
2	2 J.G. Wentworth	J.G. Wentworth	Lead-generating
3	B Social Media Profits	Success TV LLC	\$19.95 plus S&H
	1 21st Century Business	Multi-Media Productions USA Inc.	Lead-generating
5	5 Transamerica	Oncor Insurance Svcs.	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 Nutrisystem Success	Nutrisystem Inc.	\$0.00	\$0.00
2 Lipozene	Obesity Research Institut	e \$29.95	\$6.95
3 NordicTrack Incline Trainer	Icon Health & Fitness	\$1,799	\$0.00
4 Bowflex Tread Climber	Nautilus Inc.	\$999	\$0.00
5 Ab Carver Pro	Ab Carver Pro	\$39.90	\$0.00
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 Party in the Tub	Safe TV Shop	\$14.95	\$7.95
2 LumiDough	Hampton Direct	\$19.99	\$7.99
3 Flashlight Friends	Flashlight Friends	\$19.99	\$0.00
4 Stuffies	Mart Five LLC	\$34.95	\$0.00
5 Tummy Stuffers	Jay at Play	\$19.99	\$8.99
HOUSEHOLD			
1 Select Comfort Sleep Number	Select Comfort Inc.	\$0.00	\$0.00
2 Chillow	Hampton Direct	\$12.99	\$6.95
3 My Spy Birdhouse	Lenfest Media/Hampton	Dir. \$14.99	\$7.99
4 My Pillow Topper	My Pillow Inc.	\$399.93	\$0.00
5 Stream Clean	Top Dog Direct	\$10	\$7.95
PERSONAL			
1 Night View	Top Dog Direct	\$10	\$7.95
2 uTouch	Spirit Direct	\$19.95	\$7.95
3 Knee Brace	Knee Brace	\$0.00	\$0.00
4 Wax Vac	LM Direct/Hampton Direc	t \$10	\$6.99
5 ZQuiet	ZQuiet	\$9.95	\$0.00

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