

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	Total Gym Total Gym Fitness LLC	30-day trial for \$14.95
4	Nopalea TriVita	Free bottle with \$9.95 S&H
5	Tapout XT TFit	3 payments of \$39.95 plus \$19.95 S&H
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	Singers & Songwriters Time-Life Music	5 payments of \$29.99
4	Disney Vacation Club Disney Vacation Club	Lead-generating
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	NuWave Oven Pro Hearthware Inc.	3 payments of \$33.33 plus \$29.95 S&H
3	WindTunnel Air Hoover	4 payments of \$49.99
4	Navigator Lift Away Euro-Pro LLC	4 payments of \$49.95 plus \$45.90 S&H
5	NutriBullet NutriBullet LLC	5 payments of \$19.99 plus \$19.95 S&H
BUSINESS OPPORTUNITY		
1	Social Media Profits 2 Success TV LLC	\$19.95 plus \$9.95 S&H
2	iFocus Focus Education LLC	30-day trial for \$14.95
3	Trudeau's Free Money Free Money	\$29.95 plus \$11.95 S&H
4	Total Transformation 5 Legacy Publishing Co.	Lead-generating
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	Pro-Form Ab Glider	ICON Health & Fitness	\$14.95	\$0.00
5	Glucosulin	Glucosulin	\$0.00	\$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Tria Laser	Tria Beauty Inc.	\$89.99	\$0.00
3	Gray Away	QB Labs	\$19.99	\$6.99
4	Pink Armor	Ontel Products Corp.	\$10	\$6.99
5	Twist N Clip	Harvest Direct	\$10	\$6.99
ENTERTAINMENT				
1	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
2	Mighty Morphin Power Rangers	Time-Life	\$29.99	\$0.00
3	Hot Wheels Wall Tracks	Mattel Inc.	\$44.99	\$5.99
4	Barbie Collector	Mattel Inc.	\$29.95	\$0.00
5	Dream Lites	Ontel Products Corp.	\$29.95	\$0.00
HOUSEHOLD/KITCHEN				
1	Flex Seal	Swift Response	\$19.99	\$9.95
2	InstaHang	Hampton Direct	\$14.99	\$7.95
3	X Hose	National Express Inc.	\$19.95	\$0.00
4	iScope	Bell & Howell/EMSON	\$14.95	\$5.95
5	InstaBulb	TELEBrands	\$10.99	\$6.99
PERSONAL				
1	Cyvita	Cyvita LLC	\$19.95	\$0.00
2	Tag Away	Plymouth Direct/McAlister	\$19.99	\$9.95
3	Ageless Male	Ageless Male	\$39.95	\$0.00
4	Extenze	Biotab Nutraceuticals	\$0.00	\$0.00
5	ZQuiet	ZQuiet	\$9.95	\$0.00

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