

Research The Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Turbo Jam	BeachBody.com	Two payments of \$19.95 plus \$12.95 S&H	381
2	Winsor Pilates	Guthy-Renker Corp.	\$9.95 plus \$6.95 S&H	296
3	Almighty Cleanse	ITV Direct	\$79.95 plus \$9.95 S&H	281
4	Nutrisystem	Nutrisystem Inc.	Meals for less than \$10 per day	215
5	Total Gym	American Telecast	30-day trial for \$49.95	210

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	496
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	213
3	Proactiv Solution	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	135
4	Perfect Pigment	Christina Cosmetics Inc.	Two payments of \$29.95 plus S&H	132
5	Lumitone HP	Aloette Cosmetics	Two payments of \$29.95 plus S&H	115

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	194
2	The Soul Story	Time-Life Music	Four payments of \$29.95 plus S&H	161
3	Gospel Legends	Malaco Music Group	\$59.95 plus \$7.95 S&H	103
4	Lifetime of Romance	Time-Life Music	30-day trial for \$9.95 including S&H	55
5	Country Roads	Coming Home Music/ Castalian Music	Four payments of \$29.98 plus \$9.95 S&H	53

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HOUSEHOLD / KITCHEN				
1	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	338
2	Oreck XL	Oreck Direct	Lead-generating	166
3t	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	154
3t	Rug Doctor	Rug Doctor	30-day trial for \$29.95 plus S&H	154
5	Sleep Number	Select Comfort Corp.	Queen mattresses start at \$20 per month	140

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	394
2	Carleton Sheets	Professional Education Institute	30-day trial for \$9.95 plus \$24.95 S&H	254
3	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	217
4	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	182
5	Real Estate Riches	Family Products LLC	\$39.95 plus S&H	164

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Ab Lounge XL	Fitness Quest Inc.	\$14.95	\$0.00
2	Total Gym	American Telecast	\$0.00	\$0.00
3	Enzyte	Lifekey Healthcare Inc.	\$0.00	\$0.00
4	Triple Flex	Pharmavite LLC	\$0.00	\$0.00
5	Lipozene	Obesity Research Institute	\$29.95	\$0.00

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
2	ProCede	Youth Enhancement Systems	\$0.00	\$0.00
3	bareMinerals	MD Beauty	\$0.00	\$0.00
4	Bosley	Bosley	\$0.00	\$0.00
5	Epiclear	Epiclear LLC	\$0.00	\$4.95

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99	\$6.99
2	Open the Eyes of My Heart	Time-Life Music	\$9.99	\$4.99
3	I Can Only Imagine	Time-Life Music	\$9.99	\$4.99
4	100 Best Opera Classics	Castalian Music	\$24.98	\$4.95
5	Buzz Ballads	Razor & Tie Direct	\$26.99	\$5.95

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HOUSEHOLD / KITCHEN				
1	Ionic Breeze	The Sharper Image	\$349.95	\$26.95
2	Vidalia Chop Wizard	National Express	\$19.95	\$6.95
3	MXZ Saw	Emson Corp.	\$19.95	\$6.95
4	Sleep Number	Select Comfort Corp.	\$0.00	\$0.00
5	Urine Gone	McAlister/NPI	\$19.99	\$7.95

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
PERSONAL				
1	Mobility Products	Invacare Corp.	\$0.00	\$0.00
2	Joint & Muscle Pain Relief	Advance Physicians Products	\$19.95	\$5.95
3	Spin Spa	IdeaVillage	\$19.99	\$7.99
4	Back Relief Belt	Allstar Marketing LLC	\$19.95	\$7.95
5	The Scooter Store	The Scooter Store Ltd.	\$0.00	\$0.00

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