

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	Health Secrets	Bottom Line Health	\$39.95 plus S&H	346
2	Almighty Cleanse	ITV Direct	\$79.95 plus \$9.95 S&H	319
3	The Bean	GreenHouse Intl.	Two payments of \$19.95 plus \$9.95 S&H	247
4	Core Rhythms	DanceSport Videos	30-day trial for \$14.95 plus S&H	232
5	Slim in Six	BeachBody.com	Three payments of \$19.95 plus S&H	230

BEAUTY				
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	417
2	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	145
3	Dermacia	Dermacia Inc.	30-day trial plus \$9.95 S&H	125
4	Proactiv Solution	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	103
5	Murad	Murad Inc.	\$29.95 plus \$6.95 S&H	90

ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	179
2	Classic Soft Rock	Time-Life Music	Five payments of \$29.95 including S&H	125
3	Malt Shop Memories	Time-Life Music	Four payments of \$29.99 plus S&H	90
4	The Soul Story	Time-Life Music	Four payments of \$29.95 plus S&H	75
5	Classic Sixties	Universal Music	Four payments of \$29.99 plus \$11.99 S&H	71

HOUSEHOLD / KITCHEN				
1	Swivel Sweeper	OnTel Products Inc.	Two payments of \$19.99 plus \$14.99 S&H	298
2	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	281
3	Oreck XL21	Oreck Direct	30-day free trial including S&H	251
4	Oreck Air	Oreck Direct	90-day free trial including S&H	232
5	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	198

BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	284
2	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	257
3	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	197
4	Carleton Sheets	Professional Education Institute	30-day trial for \$9.95 plus \$24.95 S&H	183
5	Real Estate Riches	Family Products LLC	\$39.95 plus S&H	121

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.	\$0.00	\$0.00
2	Leptopril	Generix Laboratories	\$0.00	\$0.00
3	Enzyte	Lifekey Healthcare Inc.	\$0.00	\$0.00
4	Bowflex Tread Climber	Nautilus Inc.	\$0.00	\$0.00
5	Total Gym	Total Gym Fitness LLC	\$0.00	\$0.00

BEAUTY				
1	ProCede	Youth Enhancement Systems	\$0.00	\$0.00
2	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
3	bareMinerals	MD Beauty	\$0.00	\$0.00
4	Bosley	Bosley	\$0.00	\$0.00
5	Tweeze	TriStar Products	\$19.95	\$6.99

ENTERTAINMENT				
1	Echoes: Best of Pink Floyd	Castalian Music	\$24.98	\$4.95
2	50 Horror Classics	Emson Corp.	\$19.95	\$6.95
3	Barry Manilow	SonyBMG Music	\$18.98	\$4.98
4	Meat Loaf	Castalian Music	\$18.98	\$4.95
5	Vittorio	Castalian Music	\$18.98	\$4.95

HOUSEHOLD / KITCHEN				
1	Rejuvenate	For Life Products	\$19.99	\$9.75
2	Ionic Breeze	The Sharper Image	\$349.95	\$26.95
3	Space Bag	ITW Space Bag Inc.	\$19.95	\$7.95
4	Sleep Number Bed	Select Comfort Corp.	\$0.00	\$0.00
5	Urine Gone	McAlister/NPI	\$19.99	\$7.95

PERSONAL				
1	Hoveround	Hoveround Corp.	\$0.00	\$0.00
2	Mobility Products	Invacare Corp.	\$0.00	\$0.00
3	Joint & Muscle Pain Relief	Advance Physicians Products	\$19.95	\$5.95
4	Maxoderm	Barmensen Labs LLC	\$0.00	\$0.00
5	The Scooter Store	The Scooter Store Ltd.	\$0.00	\$0.00

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