## **Research** The Top DRTV National Cable Rankings

## TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RAN	( PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS			
	<b>HEALTH &amp; FITNE</b>	ESS					
1	The Bean	GreenHouse Intl.	Two payments of \$19.95 plus \$9.95 S&H	286			
2	Red Exerciser	Red Fitness	30-day trial for \$14.95 plus S&H	275			
3	Slendertone Flex	Slendertone	30-day trial for \$14.95 plus S&H	202			
4t	Dual Action Cleanse	Health Breakthrough	\$209.85 including S&H	195			
4t	Bowflex	Nautilus Group Inc.	Starting at \$899	195			
	BEAUTY						
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	433			
2	Dermacia	Dermacia Inc.	30-day trial plus \$9.95 S&H	217			
3	Scalp Med	Modern Health Labs Inc.	,	139			
4	Murad	Murad Inc.	\$29.95 plus \$6.95 S&H	133			
5	Proactiv Solution	Guthy-Renker Corp.	\$39.95 plus \$5.95 S&H	66			
	ENTERTAINMENT						
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	194			
2	Malt Shop Memories	Time-Life Music	Four payments of \$29.99 plus S&H	183			
3	Classic Soft Rock	Time-Life Music	Five payments of \$29.95	175			
4	Gospel Legends	Malaco Music Group	\$59.95 plus \$7.95 S&H	104			
5	The Soul Story	Time Life Music	Four payments of \$29.95 plus S&H	93			
	HOUSEHOLD / K	ITCHEN					
1	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	349			
2	Swivel Sweeper	OnTel Products Inc.	Two payments of \$19.99 plus \$14.99 S&H	300			
3	Oreck XL21	Oreck Direct	30-day free trial including S&H	274			
4	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	260			
5	Oreck Air	Oreck Direct	90-day free trial including S&H	244			
	BUSINESS OPPO	DRTUNITY					
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	513			
2	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	205			
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	150			
5	Real Estate Riches	Family Products LLC	\$39.95 plus S&H	90			

## TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

MATIONAL GADLE STOT MANKINGS								
RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H				
HEALTH & FITNESS								
1	Ab Lounge XL	Fitness Quest Inc.	\$1.00	\$0.00				
2	Total Gym	Total Gym Fitness LLC	\$0.00	\$0.00				
3	Enzyte	Lifekey Healthcare Inc.	\$0.00	\$0.00				
4	Lipozene	Obesity Research Institute	\$29.95	\$0.00				
5	Leptopril	Generix Laboratories	\$0.00	\$0.00				
	BEAUTY							
1	Tweeze	TriStar Products	\$19.95	\$6.99				
2	ProCede	Youth Enhancement System	s \$0.00	\$0.00				
3	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95				
4	bareMinderals	MD Beauty	\$0.00	\$0.00				
5	Jeunesse	Unimed International	\$0.00	\$6.95				
	ENTERTAINMENT							
1	Meat Loaf	Castalian Music	\$18.98	\$4.95				
2	Christmas with Dino	Castalian Music	\$19.98	\$4.99				
3	Now Christmas Vol. 3	Castalian Music	\$19.98	\$4.95				
4	John Fogerty	Castalian Music	\$19.98	\$4.95				
5	He Changed Our World	Castalian Music	\$19.99	\$4.95				
	HOUSEHOLD / KITCHEN							
1	RotoZip	Robert Bosch Tool Corp.	\$0.00	\$0.00				
2	Dremel Stylus	Respond2 Inc.	\$0.00	\$0.00				
3	Quick-Brite	Merchant Media LLC.	\$14.99	\$7.99				
4	Hercules Hooks	AdSouth Partners Inc.	\$14.99	\$5.98				
5	Space Bag	ITW Space Bag Inc.	\$19.95	\$7.95				
	PERSONAL							
1	Mobility Products	Mobility Products Unlimited	\$0.00	\$0.00				
2	Joint & Muscle Pain Relief	Advance Physicians Produc	ts \$19.95	\$5.95				
3	Hoveround	Hoveround Corp.	\$0.00	\$0.00				
4	The Scooter Store	The Scooter Store Ltd.	\$0.00	\$0.00				
5	Bell & Howell ZX4 Shaver	Emson Corp.	\$29.95	\$17.90				

Copyright 2007, Infomercial Monitoring Service Inc. Satellite 2, 810 Parkway Blvd., Broomall, PA 19008, USA. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: catanese@imstv.com. Ranking for December 2006. Based solely on frequency of programs aired on national cable networks monitored. IMS is a research and publishing company that tracks both long- and short-form DRTV on national cable and satellite. Its database and video library services companies involved in all aspects of the DR industry. IMS provides weekly and monthly reports of DRTV rankings, verification, evaluations, research, consulting, film and video production, post-production and broadcast duplication.