Research The Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

	NATIONAL GADLE INFOMERGIAL RANKINGS						
RAN	C PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS	I I RA		
	HEALTH & FITNE	ESS					
1	Hip-Hop Abs	BeachBody.com	Three payments of \$19.95 plus \$12.95 SH&H	330	1 2		
2	The Bean	GreenHouse Intl.	Two payments of \$19.95 plus \$9.95 S&H	312	3		
3t	Red Exerciser	Red Fitness	\$14.95 plus S&H (trial)	229	4		
3t	Weight Loss Cure	ITV Direct	\$29.95 plus \$9.95 S&H	229	¦ 5		
5	P90X	BeachBody.com	Three payments of \$39.95 plus \$19.95 S&H	221			
	BEAUTY				1		
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	400	2		
2	Dermacia	Dermacia Inc.	30-day trial plus \$9.95 S&H	303	3		
3	Scalp Med	Modern Health Labs Inc.	60-day, risk-free trial	117	4		
4	Hair Club	Hair Club for Men Ltd.	Lead-generating	91	5		
5	Bosley	Bosley Inc.	Lead-generating	74			
	ENTERTAINMEN	т					
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$4.99 S&H	177	1		
2	Classic Soft Rock	Time-Life Music	Five payments of \$29.95	79	2		
3	Malt Shop Memories	Time-Life Music	Four payments of \$29.99 plus S&H		3		
4	Those Wonderful Year	s Universal Music	Four payments of \$29.95 plus S&H		4		
5	Country Romance	Time-Life Music	Four payments of \$29.95 plus S&H		5		
	HOUSEHOLD / K	ITCHEN					
1	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	374	1		
2	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	246	1		
3	Sleep Number	Select Comfort Corp.	Lead-generating	132	2		
4	Oreck Air	Oreck Direct	90-day free trial including S&H	116	3		
5	Oreck XL21	Oreck Direct	30-day free trial including S&H	104	¦ 4 ¦ 5		
	BUSINESS OPPO	ORTUNITY					
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	408	L		
2	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	212	1 2		
3	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	192	3		
4	Carleton Sheets	Professional Education Institute	30-day trial for \$9.95 plus \$24.95 S&H	133	4		
5	Real Estate Riches	Family Products LLC	\$39.95 plus S&H	106	5		

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

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į	RAN	K PRODUCT NAME	MARKETING COMPANY F	PRICE OFFERED	S&H					
ľ		HEALTH & FITNESS								
į	1	Ab Lounge XL	Fitness Quest Inc.	\$0.00	\$0.00					
į	2	Enzyte	Lifekey Healthcare Inc.	\$0.00	\$0.00					
i	3	Relacore PM	Carter-Reed Holdings	\$0.00	\$0.00					
i	4	Bowflex Treadclimber	Nautilus Inc.	\$0.00	\$0.00					
į	5	Total Gym	Total Gym Fitness LLC	\$0.00	\$0.00					
į										
Ì	BEAUTY									
ľ	1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95					
į	2	Tweeze	TriStar Products	\$19.95	\$6.99					
i	3	bareMinerals	MD Beauty	\$0.00	\$0.00					
į	4	Bosley	Bosley Inc.	\$0.00	\$0.00					
j	5	ProCede	Youth Enhancement System	s \$0.00	\$0.00					
į										
Ŕ	ENTERTAINMENT									
ì	1	Van Morrison	Castalian Music	\$18.98	\$4.95					
i	2	Celtic Woman	Castalian Music	\$21.98	\$4.95					
į	3	The Doobie Brothers	Castalian Music	\$24.98	\$4.95					
į	4	Sports Illustrated	Time Inc.	\$0.00	\$0.00					
į	5	Girls Gone Wild	Manta Films Inc.	\$9.99	\$6.99					
å										
HOUSEHOLD / KITCHEN										
i	1	Select Comfort	Select Comfort Corp.	\$0.00	\$0.00					
į	2	Sleep Number Bed Urine Gone	McAlister/NPI	\$19.99	\$7.95					
i	3	Power Juicer	TriStar Products	\$99.80	\$24.99					
ì	4	SunSetter Awnings	SunSetter Products	\$0.00	\$0.00					
į	5	Hercules Hooks	AdSouth Partners Inc.	\$14.99	\$5.98					
Ġ	Ü			Ψ11.00	ψ0.00					
ij		PERSONAL								
į	1	Mobility Products	Mobility Products Unlimited	\$0.00	\$0.00					
į	2	Joint & Muscle Pain Relief	Advance Physicians Product	ts \$19.95	\$5.95					
i	3	Hoveround	Houveround Crop.	\$0.00	\$0.00					
Ì	4	Maxoderm	Barmensen Labs LLC	\$0.00	\$0.00					
į	5	Infinity Razor	Infoworx	\$19.95	\$8.95					

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