

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	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	181
2	Bowflex	Nautilus Inc.	\$899 to \$2,400	175
3	Extenze	Maximizer Health	Lead-generating	170
4	Dual Action Cleanse	Cellular Research	\$129.80 plus S&H	163
5	Nutrisystem	Nutrisystem Inc.	Lead-generating	136

BEAUTY				
1t	Sheer Cover	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	210
1t	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	210
3	Murad	Murad Inc.	\$29.95 plus \$6.95 S&H	127
4	Natural Advantage	Guthy-Renker Corp.	\$29.95 plus \$7.95 S&H	106
5	Proactiv Solution	Guthy-Renker Corp.	One month supply for \$19.95 plus \$5.95 S&H	94

ENTERTAINMENT				
1	Classic Soft Rock	Time-Life Music	Five payments of \$29.95	89
2	The Soul Story	Time-Life Music	30-day trial for \$9.95 plus S&H	69
3	Flower Power	Time-Life Music	Five payments of \$29.99 plus S&H	67
4	Midnight Soul	Time-Life Music	30-day trial for \$9.95 plus S&H	54
5	Johnny Carson	R2 Entertainment	\$39.99 plus \$9.99 S&H	39

HOUSEHOLD/KITCHEN				
1	Shark Steam Mop	Euro-Pro	Three payments of \$33 plus \$15 S&H	235
2	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	170
3	Tobi Steamer	Sylmark	Four payments of \$29.95 plus \$29.98 S&H	136
4	Magic Bullet	Homeland Housewares	Three payments of \$33.33 plus \$39.98 S&H	134
5	Oreck XL21	Oreck Direct	Free 30-day trial including S&H	132

BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	338
2	Shortcuts to Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	297
3	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	179
4	Cash Flow Business	America's Note Network	Three payments of \$39.95 plus \$15 S&H	143
5	Real Estate Millionaire	ITV Global	\$24.95 plus \$9.95 S&H	84

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Perfect Pushup	PT Metrics Inc.	\$39.90	\$11.67
2	Total Gym	Total Gym Fitness LLC	\$0.00	\$0.00
3	Bowflex Home Gyms	Nautilus Inc.	\$0.00	\$0.00
4	Enzyte	Berkeley Nutraceutical	\$0.00	\$0.00
5	Slendertone Flex	Slendertone Inc.	\$14.95	\$0.00

BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
2	Bosley	Bosley	\$0.00	\$0.00
3	Tweeze	TriStar Products	\$19.95	\$6.99
4	Scalp Med	Modern Health Labs Inc.	\$0.00	\$0.00
5	ProCede	Youth Enhancement Systems	\$0.00	\$0.00

ENTERTAINMENT				
1	Girls Gone Wild	Mantra Films Inc.	\$9.99	\$6.99
2	The Weekly Standard	News Corp.	\$29.99	\$0.00
3	Love's Holiday	Time-Life Music	\$9.99	\$5.79
4	Shirley Temple Box Set	Castalian Music	\$29.98	\$5.95
5	George Strait 22 More Hits	Castalian Music	\$16.98	\$4.95

HOUSEHOLD/KITCHEN				
1	RotoZip	Robert Bosch Tool Corp.	\$0.00	\$0.00
2	Sleep Number Bed	Select Comfort Corp.	\$0.00	\$0.00
3	Green Bags	Allstar Marketing LLC	\$9.95	\$6.95
4	Tempur-Pedic	Tempur-Pedic Inc.	\$0.00	\$0.00
5	Quik-Brite	Merchant Media LLC	\$14.99	\$7.99

PERSONAL				
1	ExtenZe	e-Vita Labs	\$0.00	\$0.00
2	Mobility Products	Mobility Products Unlimited	\$0.00	\$0.00
3	Hoveround	Hoveround Corp.	\$0.00	\$0.00
4	Maxoderm	Barmensen Labs LLC	\$0.00	\$6.99
5	Maxoderm Vivaxa	Advance Physicians Products	\$0.00	\$0.00

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