Research The IMS Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Bowflex	Nautilus Inc.	$899 to $2,400	218
2	Nutrisystem	Nutrisystem Inc.	Lead-generating	195
3	Extenze	Maximizer Health	Lead-generating	173
4	Total Gym	Total Gym Fitness LLC	30-day trial for $49.95	167
5	P90X	BeachBody.com	Three payments of $39.95 plus $19.95 S&H	151
BEAUTY				
1	Natural Advantage	Guthy-Renker Corp.	$29.95 plus $7.95 S&H	215
2	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	214
3	Sheer Cover	Guthy-Renker Corp.	$29.95 plus $5.95 S&H	129
4	Murad	Murad Inc.	$29.95 plus $6.95 S&H	126
5	Luminess Air	Luminess LP	30-day trial, $29.95 plus S&H	93
ENTERTAINMENT				
1	The Soul Story	Time-Life Music	30-day trial for $9.95 plus S&H	82
2	Classic Soft Rock	Time-Life Music	Five payments of $29.95	66
3	Midnight Soul	Time-Life Music	30-day trial for $9.95 plus S&H	56
4	Flower Power	Time-Life Music	Five payments of $29.99 plus S&H	52
5	Country Romance	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	38
HOUSEHOLD/KITCHEN				
1	Shark Steam Mop	Euro-Pro	Three payments of $33 plus $15 S&H	255
2	Tobi Steamer	Sylmark	Four payments of $29.95 plus $29.98 S&H	192
3	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus $39.98 S&H	172
4	Swivel Sweeper	OnTel Products	Two payments of $19.99 plus $14.99 S&H	143
5	Oreck Air	Oreck Direct	Free 60-day trial including S&H	116
BUSINESS OPPORTUNITY				
1	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	265
2	Shortcuts to Internet Millions	Jeff Paul LLC	$39.95 plus $14.50 S&H	242
3	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	156
4	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	133
5	Real Estate Millionaire	ITV Global	$24.95 plus $9.95 S&H	57

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	Enzyte	Berkeley Nutraceutical	$0.00	$0.00
4	Pushup Pro	OnTel Products Co.	$19.99	$7.99
5	Lipozene	Obesity Research Institute	$29.95	$0.00
BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
2	Bosley	Bosley	$0.00	$0.00
3	ProCede	Youth Enhancement Systems	$0.00	$0.00
4	bareMinerals	MD Beauty	$0.00	$0.00
5	Juvederm	Allergan Inc.	$0.00	$0.00
ENTERTAINMENT				
1	Girls Gone Wild	Mantra Films Inc.	$9.99	$6.99
2	Open The Eyes Of My Heart	Time-Life Music	$9.99	$4.99
3	Celtic Woman Christmas	Castalian Music	$22.98	$4.95
4	Live Links	Teligence	$0.00	$0.00
5	Shirley Temple Box Set	Castalian Music	$29.98	$5.95
HOUSEHOLD/KITCHEN				
1	Artisan Stand Mixer	KitchenAid USA	$349	$19.95
2	SonicScrubber	SonicScrubbers LLC	$0.00	$0.00
3	RotoZip	Robert Bosch Tool Corp.	$0.00	$0.00
4	Quik-Brite	Merchant Media LLC	$14.99	$7.99
5	Mighty Putty	Plymouth Direct	$19.99	$8.98
PERSONAL				
1	ExtenZe	e-Vita Labs	$0.00	$0.00
2	Mobility Products	Mobility Products Unlimited	$0.00	$0.00
3	Maxoderm	Barmensen Labs LLC	$0.00	$6.99
4	Joint & Muscle Pain Relief	Advance Physicians Products	$19.95	$5.95
5	Maxoderm Vivaxa	Barmensen Labs LLC	$0.00	$0.00

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