Research The Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RAN	C PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS	RAN	K PRODUCT NAME	MARKETING COMPANY F	PRICE OFFERED	S&H	
	HEALTH & FITNESS					HEALTH & FITNESS				
1	P90X	BeachBody.com	Three payments of \$39.95 plus \$19.95 S&H	310	1 2	Perfect Pushup Nutrisystem Advanced	PT Metrics Inc. Nutrisystem Inc.	\$39.90 \$293.72	\$11.67 \$0.00	
2	Turbo Jam	BeachBody.com	Three payments of \$19.95 plus \$12.95	236	3	Slim Shots	IdeaVillage	\$79.98	\$7.99	
3	Nutrisystem Advanced	Nutrisystem Inc.	About \$10 per day	193	4	Perfect Pullup	BodyRev LLC	\$99	\$17.42	
4	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	192	5	Bowflex Xtreme	Nautilus Inc.	\$1,299	\$129	
5	Extenze	Maximizer Health	Lead-generating	180						
						BEAUTY				
	BEAUTY				1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95	
1	bareMinerals	MD Beauty	Two payments of \$29.99 plus S&H	238	2	bareMinerals	MD Beauty	\$0.00	\$0.00	
2	Principal Secret	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	179	3	Lumineers	Den-Mat Holdings LLC	\$0.00	\$0.00	
3	Sheer Cover	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	158 ¦		Bosley	Boslev	\$0.00	\$0.00	
4	Luminess Air	Luminess LP	30-day trial for \$29.95 plus S&H	131 ¦	4	,	,		\$0.00	
5	Natural Advantage	Guthy-Renker Corp.	\$29.95 plus \$7.95 S&H	112	5	Scalp Med	Modern Health Labs Inc.	\$0.00	\$0.00	
	ENTERTAINMENT	r								
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$6.99 S&H	77		ENTERTAINMENT				
2	Flower Power	Time-Life Music	Five payments of \$29.99 plus S&H		1	eHarmony.com	eHarmony.com Inc.	\$0.00	\$0.00	
3	Midnight Soul	Time-Life Music	30-day trial for \$9.95 plus S&H	48	2	Girls Gone Wild	Mantra Entertainment	\$9.99	\$6.99	
4	Uptown Saturday Nite	Time-Life Music	Five payments of \$29.99 plus S&H		3	Sports Illustrated N.Y. Giants	Time Inc.	\$89.04	\$0.00	
5	The Soul Story	Time-Life Music	30-day trial for \$9.95 plus S&H	41	4	Wild America	Wild America	\$9.95	\$4.95	
	The dour otory	mine Life music	oo day triar ior \$5.55 pias our	71	5	Florida Vacation Guide	Florida Tourism Ind. Mktg.	\$0.00	\$0.00	
	HOUSEHOLD/KIT	CHEN			Ü	Tiorida Vacation dando	riorida rodrioni ma. micg.	ψ0.00	ψ0.00	
1	Shark VX3	Euro-Pro	Four payments of \$19.95 plus S&H	169 ¦		LIQUATION DAVITABLE				
2	Shark Steam Mop	Euro-Pro	Three payments of \$33	161 ¦		HOUSEHOLD/KITCHEN		440.00	4= 4=	
			plus \$15 S&H		1	ShamWow	ShamWow Inc.	\$19.95	\$7.95	
3	Tobi Steamer	Sylmark	Four payments of \$29.95 plus \$29.98 S&H	150 ¦	_	Green Bags	Allstar Marketing LLC	\$9.95	\$6.95	
4	Oreck Air	Oreck Direct	60-day risk-free trial	110	3	Lumber Liquidators	Lumber Liquidators Inc.	\$0.00	\$0.00	
5	Sleep Number	Select Comfort Corp.	Lead-generating	96	4	SunSetter Awnings	SunSetter Products	\$0.00	\$0.00	
)	элеер минтрег	Select Collifort Corp.	Leau-generating	90 1	5	Craft-Lite Cutter	Merchant Media LLC	\$19.99	\$8.99	
	BUSINESS OPPO	RTLINITY								
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	257		PERSONAL				
2	Shortcuts to	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	204	1	ExtenZe	e-Vita Labs	\$0.00	\$0.00	
-	Internet Millions	Jo dui LLO	φοσίου βιασ ψε 1.00 σωτί		2	Listen Up	IdeaVillage	\$14.99	\$6.99	
3	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	188	3	'	o .		\$0.00	
4	Cash Flow Business	America's Note Network	Three payments of \$39.95	166	J	Hoveround	Hoveround Corp.	\$0.00		
			plus \$15 S&H		4	Vibrating Touch	Church & Dwight Co.	\$19.99	\$6.99	
5	Real Estate	ITV Global	\$24.95 plus \$9.95 S&H	82	5	Joint & Muscle Relief	Advance Physicians Produc	cts \$19.95	\$5.95	
	Millionaire			i						

TOP 5 VERTICAL MARKETS

NATIONAL CABLE SPOT RANKINGS

Copyright 2008, 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 March 2008. 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.