Research The Top DRTV National Cable Rankings

TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RAN	IK PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS			
	HEALTH & FITNE	SS					
1	Nutrisystem Advanced	Nutrisystem Inc.	About \$10 per day	154			
2	Ab Rocket	Ab Rocket	30-day trial for \$14.95	153			
3	Extenze	Maximizer Health	Lead-generating	139			
4	P90X	BeachBody.com	3 payments of \$39.95	131			
		,,	plus \$19.95 S&H				
5	Body Makeover	Provida Life Science	6 payments of \$19.99	121			
			plus \$19.99 S&H				
	BEAUTY						
1	bareMinerals	MD Beauty	2 payments of \$29.99 plus S&H	170			
2	Scalp Med	Guthy-Renker Corp.	Trial for \$14.95 plus \$4.95 S&H	112			
3	Principal Secret	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	109			
4	Infiniti	Conair Corp.	3 payments of \$39.99 plus S&H	104			
5	Natural Advantage	Guthy-Renker Corp.	\$29.95 plus \$7.95 S&H	68			
Ü	Matural Mavantago	dutily itolinor corp.	φ20.00 μιαο φ7.00 σαιτ	00			
	ENTERTAINMENT						
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$6.99 S&H	59			
2	'60s Love Songs	Time-Life Music	5 payments of \$29.99 plus S&H	24			
3	Classic Soft Rock	Time-Life Music	30-day trial for \$9.95 plus S&H	20			
4	Country Romance	Time-Life Music	4 payments of \$29.99 plus S&H	19			
5	Flower Power	Time-Life Music	5 payments of \$29.99 plus S&H	17			
	HOUSEHOLD/KITCHEN						
1			3 payments of \$33	161			
_	Shark Steam Mop	Euro-Pro	plus \$15 S&H	101			
2	Worx GT	Positec USA Inc.	3 payments of \$33.33 plus S&H	148			
3	Monster 1200W	Euroflex	2 payments of \$33.33 plus \$9.99 S&H	136			
4	Shark VX3	Euro-Pro	4 payments of \$19.95 plus S&H	109			
5	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	91			
	BUSINESS OPPO						
1	Free & Clear	HCG Inc.	\$39.95 plus \$9.95 S&H	296			
2	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	137			
3	Cash Flow Business	America's Note Network	3 payments of \$39.95 plus \$15 S&H	121			
4	Real Estate Millionaire	ITV Global	\$24.95 plus \$9.95 S&H	101			
5	ITV Ventures	ITV Global	\$299 plus S&H	75			

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY PI	RICE OFFERED	S&H
	HEALTH & FITNESS			
1	Perfect Pushup	PT Metrics Inc.	\$39.90	\$11.67
2	Perfect Pullup	BodyRev LLC	\$99	\$17.42
3	Nutrisystem Advanced	Nutrisystem Inc.	\$293.72	\$0.00
4	5-Hour Energy	Living Essentials Inc.	\$0.00	\$0.00
5	Total Gym	Total Gym Fitness LLC	\$399	\$0.00
1	BEAUTY	O. H. Davidan O	ф10.0F	ΦΕ ΩΕ
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$5.95
	Bosley	Bosley	\$0.00	\$0.00
3	The Natural Dentist	The Natural Dentist	\$0.00	\$0.00
4 5	24	Den-Mat Corp.	\$0.00	\$0.00 \$0.00
5	Fragrance.net	Fragrance.com Inc.	\$0.00	\$0.00
	ENTERTAINMENT			
1	eHarmony.com	eHarmony.com Inc.	\$0.00	\$0.00
2	Girls Gone Wild	Mantra Entertainment	\$9.99	\$6.99
3	Wild America	Wild America	\$9.95	\$4.95
4	Nevada	Nevada Tourism Commissio	n \$0.00	\$0.00
5	Texas Vacation Guide	Office of the Governor	\$0.00	\$0.00
	HOUSEHOLD/KITCHE			
1	Swivel Sweeper	OnTel Products Inc.	\$39.98	\$14.98
2	SonicScrubber	SonicScrubber LLC	\$19.99	\$12.49
3	Sleep Number	Select Comfort Corp.	\$499.99	\$0.00
4	ShamWow	ShamWow Inc.	\$19.95	\$7.95
5	Awesome Auger	SAS Group Inc.	\$19.95	\$8.95
	PERSONAL			
1	ExtenZe	e-Vita Labs	\$0.00	\$0.00
2	Maxoderm	Barmensen Labs LLC	\$0.00	\$0.00 \$6.99
3	Hoveround	Hoveround Corp.	\$0.00	\$0.00
3 4	Vibrating Touch	Church & Dwight Co.	\$19.99	\$6.99
5	Joint & Muscle Pain Relief	Advance Physicians Produc		\$5.95
J	Joint & Masole I alli I/Ellel	navallot i liyololalio i luuub	ι ψ13.33	ψυ.υυ

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