

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	10-Minute Trainer	BeachBody.com	Four payments of \$19.95 plus \$12.95 S&H	243
2	Body Makeover	Provida Life Sciences	6 payments of \$19.99 plus \$19.99 S&H	196
3	Extenze	Maximizer Health	Lead-generating	181
4	Ab Rocket	Ab Rocket	30-day trial for \$14.95	165
5	Nutrisystem Advanced	Nutrisystem Inc.	About \$10 per day	163

BEAUTY				
1	bareMinerals	Bare Escentuals Beauty	2 payments of \$29.99 plus S&H	263
2	Scalp Med	Guthy-Renker Corp.	Trial for \$14.95 plus \$4.95 S&H	181
3	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	144
4	Klyoseki	TriStar Products	Free 30 day trial plus \$14.95 S&H	141
5	Infiniti	Conair Corp.	3 payments of \$39.99 plus \$14.99 S&H	108

ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99 plus \$6.99 S&H	83
2t	Essential R&B	Razor & Tie Direct LLC	4 payments of \$29.99 plus S&H	27
2t	Rock Ballads	Time-Life Music	5 payments of \$29.99 plus S&H	27
4	Country Romance	Time-Life Music	4 payments of \$29.99 plus S&H	23
5	Classic Soft Rock	Time-Life Music	30-day trial for \$9.95 plus S&H	22

HOUSEHOLD/KITCHEN				
1	Worx	Positec USA Inc.	3 payments of \$33 plus \$19.73 S&H	313
2	Monster 1200W	Euroflex	2 payments of \$33.33 plus \$9.99 S&H	202
3	Sleep Number	Select Comfort Corp.	Lead-generating	170
4	Shark Steam Mop	Euro-Pro	3 payments of \$33 plus \$15 S&H	167
5	Shark VX3	Euro-Pro	4 payments of \$19.95 plus \$15.95 S&H	158

BUSINESS OPPORTUNITY				
1	Free & Clear	John Beck Amazing Profits LLC	\$39.95 plus \$9.95 S&H	435
2	Auctions For Income	Auction Profits LLC	\$39.95 plus S&H	215
3	Shortcuts To Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	205
4	Cash Flow Business	America's Note Network	3 payments of \$39.95 plus \$15 S&H	167
5	Secrets to Foreclosure Fortunes	Secrets to Foreclosure Fortunes LLC	\$24.95 plus \$9.95 S&H	110

TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Perfect Pushup	BodyRev LLC	\$39.90	\$11.67
2	5-Hour Energy	Living Essentials Inc.	\$0.00	\$0.00
3	Lipozene	Obesity Research Inst.	\$29.95	\$0.00
4	Nutrisystem Advanced	Nutrisystem Inc.	\$293.72	\$0.00
5	Perfect Pullup	BodyRev LLC	\$99	\$17.42

BEAUTY				
1	Proactiv Solution	Guthy-Renker Corp.	\$39.95	\$5.95
2	Bosley	Bosley	\$0.00	\$0.00
3	Avon Anew	Avon Products Inc.	\$25	\$5.95
4	Whitening Booster	Church & Dwight Co.	\$19.99	\$6.99
5	Lumineers	Den-Mat Corp.	\$0.00	\$0.00

ENTERTAINMENT				
1	Girls Gone Wild	Mantra Entertainment	\$9.99	\$6.99
2	Sports Illustrated	Sports Illustrated	\$89.04	\$0.00
3	Now 28	Castalian Music	\$18.98	\$0.00
4	Wild America	Wild America	\$9.95	\$4.95
5	Heeere's Johnny	R2 Entertainment	\$99.98	\$0.00

HOUSEHOLD/KITCHEN				
1	ShamWow	ShamWow Inc.	\$19.95	\$7.95
2	Swivel Sweeper	OnTel Products Inc.	\$39.98	\$14.98
3	Sleep Number	Select Comfort Corp.	\$499.99	\$0.00
4	Patch Perfect	Eagle Eye Marketing	\$19.95	\$7.95
5	Green Bags	Allstar Marketing LLC	\$9.95	\$6.95

PERSONAL				
1	Extenze	e-Vita Labs	\$0.00	\$0.00
2	Maxoderm	Barmensen Labs LLC	\$0.00	\$6.99
3	Hoveround	Hoveround Corp.	\$0.00	\$0.00
4	Vibrating Touch	Church & Dwight Co.	\$19.99	\$6.99
5	Enzyte	Berkeley Nutraceutical	\$0.00	\$0.00

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