Research The IMS Top DRTV National Cable Rankings

TOP 6 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNESS				
1	Total Gym	American Telecast	12 payments of $49.95 plus S&H	485
2	Ab Lounge XL	Fitness Quest	$14.95 (trial) with free S&H	370
3	Health Secrets	Bottom Line Health	$39.95 plus S&H	288
4	Sea Vegg	ITV Direct	$39.95 plus $9.95 S&H	286
5	Natural Cures	Shop America LLC	$14.95 plus $9.95 S&H	283
BEAUTY				
1	bareMinerals	MD Beauty	Two payments of $29.99 plus S&H	409
2	MakeUp Optional	Philosophy	30-day trial for $29.95 plus $9.95 S&H	228
3	Scalp Med	Modern Health Labs Inc.	60-day risk-free trial	226
4	Face Disc	Good Stuff LLC	$29.95 plus $8.95 S&H (trial)	130
5	Sheer Cover	Guthy-Renker Corp.	$29.95 plus S&H	112
ENTERTAINMENT				
1	'70s Explosion	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	222
2	Girls Gone Wild	Mantra Entertainment	$9.99 plus $4.99 S&H	166
3	Classic Soul Ballads	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	105
4	Country Superstars	Time-Life Music	Four payments of $29.99 plus $12.99 S&H	80
5	Wild Party Girls	Tahi Entertainment	$8.95 S&H only	74
HOUSEHOLD / KITCHEN				
1	Tempur-Pedic	Tempur-Pedic Inc.	Lead-generating	485
2	Magic Bullet	Homeland Housewares	Three payments of $33.33 plus $39.98 S&H	388
3	Dual Drill	Reliant Intl.	Three payments of $39.95 plus S&H	337
4	Oreck Air	Oreck Direct	90-day risk-free trial including S&H	311
5	Oreck XL	Oreck Direct	Lead-generating	274
BUSINESS OPPORTUNITY				
1	Carleton Sheets	Professional Education Institute	30-day trial for $9.95 plus $24.95 S&H	354
2	Free & Clear	HCG Inc.	$39.95 plus $9.95 S&H	244
3	Cash Flow Business	America's Note Network	Three payments of $39.95 plus $15 S&H	227
4	Auctions For Income	Auction Profits LLC	$39.95 plus S&H	163
5	Progressive Profits	Progressive Profits LLC	$39.95 plus S&H	78
MISCELLANEOUS				
1	Flex Protex	ITV Direct	Lead-generating	243
2	Vonage	Vonage	$24.99/month	207
3	Fine Art Showcase	New Media Frontier	N/A	194
4	Feed the Children	Feed the Children	$8 monthly donation	176
5	Cutlery Corner Net.	Cutlery Corner Network	N/A	142

TOP 6 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS				
1	Leptopril	Generix Laboratories	$0.00	$0.00
2	Relacore	Carter-Reed Co. LLC	$0.00	$0.00
3	Bowflex Xtreme	Nautilus Group	$0.00	$0.00
4	Total Gym	American Telecast	$0.00	$0.00
5	Focus Factor	Vital Basics Inc.	$0.00	$5.00
BEAUTY				
1	bareMinerals	MD Beauty	$0.00	$0.00
2	Proactiv Solution	Guthy-Renker Corp.	$19.95	$5.95
3	ProCede	Youth Enhancement Systems	$0.00	$0.00
4	Just-A-Trim	IdeaVillage	$14.99	$5.99
5	Bosley	Bosley Medical	$0.00	$0.00
ENTERTAINMENT				
1	Country's Got Heart	Time-Life Music	$16.99	$4.99
2	Barry Manilow	SonyBMG Direct	$18.98	$4.98
3	Ultimate Love Songs	Time-Life Music	$16.99	$4.99
4	Monster Ballads	Razor & Tie Direct	$26.99	$5.95
5	Open the Eyes of My Heart	Time-Life Music	$9.99	$6.99
HOUSEHOLD / KITCHEN				
1	Urine Gone	HCTV/McAlister	$19.99	$7.95
2	Faraday Flashlight	Direct to Retail	$19.95	$7.95
3	Pasta Express	TriStar Products	$19.99	$6.99
4	iJoy	Interactive Health Inc.	$0.00	$49.99
5	Tempur-Pedic	Tempur-Pedic Inc.	$0.00	$0.00
PERSONAL				
1	Spin Spa	IdeaVillage	$19.99	$7.99
2	Titanium Turbo	IdeaVillage	$14.99	$5.99
3	Q-Ray	QT Inc.	$19.95	$9.95
4	Back Relief Belt	Merchandise Direct	$19.95	$7.95
5	Joint & Muscle Pain Relief	Advance Physicians Products	$19.95	$5.95
COMPUTERS & ELECTRONICS				
1	Rhapsody	RealNetworks Inc.	$0.00	$0.00
2	Star Wars Galaxies	Lucasfilm Ltd.	$19.95	$6.95
3	Stop Sign	eAcceleration Corp.	$0.00	$0.00
4	Singing Coach	Electronic Learning Products	$0.00	$9.95
5	Bost Quiet Comfort II	Bose Corp.	$0.00	$0.00

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