## Research The Top DRTV National Cable Rankings

DDICE VEEEDED

AIDC

## TOP 5 VERTICAL MARKETS NATIONAL CABLE INFOMERCIAL RANKINGS

MARKETING COMPANY

DANK DRODUCT NAME

RANK PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	AIRS
HEALTH & FITNE	SS		
1 Ab Circle Pro	Direct Entertainment Media Group	30-day trial for \$14.95	253
2 Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95	243
3 Contour	Contour Technology LLC	30-day trial for \$14.95	203
4 Insanity	Beachbody	3 payments of \$39.95 plus \$24.95 S&H	181
5 P90X	Beachbody	3 payments of \$39.95 plus \$19.95 S&H	163
BEAUTY			
1 bareMinerals	Bare Escentuals	\$29.99 plus \$5.99 S&H	172
2 Youthology	Capitol Brands LLC	\$39.99 plus \$9.99 S&H	137
3 Murad	Murad Inc.	\$29.95 plus \$6.95 S&H	71
4 Sheer Cover	Guthy-Renker Corp.	\$29.95 plus \$5.99 S&H	70
5 Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H	64
	<u> </u>	, , ,	
ENTERTAINMENT		φ0.00 » L C.00.00 U	100
1 Girls Gone Wild	Mantra Entertainment	\$9.99 plus 6.99 S&H	126
2 Golden Age of Country	Time-Life Music	4 payments of \$29.99 plus \$12.99 S&H	75
3 Romancing the 70s	Time-Life Music	4 payments of \$29.95 plus S	S&H 28
4 Flower Power	Time-Life Music	5 payments of \$29.99 plus S	
5 Pop Memories	Time-Life Music	5 payments of \$29.99 plus	
HOUSEHOLD			
1 Miracle Fireplace	Heat Surge	\$298 plus \$49 S&H	356
2 Nu-Wave	Hearthware Home Products	3 payments of \$39.99 plus	S&H 300
3 Ninja	Euro-Pro	3 payments of \$19.95 plus	S&H 201
4 Living Well HealthMast	er Tristar Products	4 payments of \$49.99 plus	S&H 194
5 Shark Portable Steam	Euro-Pro	3 payments \$33.00	192
Pocket			
PLIQUES OFFI	OTHER HTV		
BUSINESS OPPOI			
1 Advertising Profits	Visionary Strategies LL		196
2 Cash Flow Business	Dalbey Education	\$39.95	146
3 Debt Cures II	Debt Cures	\$19.95 plus \$11.95 S&H	113
4 Shortcuts To Internet Millions	Jeff Paul LLC	\$39.95 plus \$14.50 S&H	94
5 Free & Clear	Amazing Profits LLC	\$39.95 plus \$14.50 S&H	21
J TIEC & OICAI	Amazing i ivilia LLO	φυσ.συ μιας φ14.συ 3αΠ	۷1

## TOP 5 VERTICAL MARKETS NATIONAL CABLE SPOT RANKINGS

MATIONAL O	ADEL OF OF INAMINI	145	
RANK PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
HEALTH & FITNESS			
1 Tower 200	Body by Jake	\$159.80	\$0.00
2 Gold's Gym	Gold's Gym	\$49.99	\$0.00
3 Shake Weight	Fitness IQ	\$19.95	\$7.95
4 Bowflex Home Gyms	Nautilus Inc.	\$0.00	\$0.00
5 Smart for Life	Lavi Enterprises LLC	\$279	\$0.00
BEAUTY			
1 Hydroxatone	Ailergan Inc.	\$0.00	\$6.95
2 Hydrolyze	Hydrolyze	\$0.00	\$0.00
3 Heel Tastic	TELEBrands Corp.	\$10	\$6.99
4 Smooth Away	Ideavillage Products Corp	. \$14.99	\$6.99
5 Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
ENTERTAINMENT			
1 California Psychics	Outlook Amusement Inc.	\$0.00	\$0.00
2 Cristy Lane	Cristy Lane Inc.	\$14.95	\$0.00
3 The Edge	Razor & Tie Direct LLC	\$29.99	\$0.00
4 Wild America	Wild America	\$9.95	\$4.95
5 Open The Eyes Of My Heart	Time-Life Inc.	\$9.99	\$0.00
HOUSEHOLD/KITCHEN			
1 ShamWow	ShamWow	\$19.95	\$7.95
2 Tempur-Pedic	Tempur-Pedic	\$0.00	\$0.00
3 Wonder Hanger	Hampton Direct	\$9.99	\$7.95
4 Twin Draft Guard	Twin Draft Guard	\$19.99	\$7.95
5 Point 'n Paint	Point 'n Paint	\$19.99	\$7.95
PERSONAL			
1 Avon	Avon Products Inc.	\$0.00	\$0.00
2 Credit Answers	CreditAnswers LLC	\$0.00	\$0.00
3 Tronix Country	Tronix Country LLC	\$0.00	\$0.00
4 Money Mutual	Money Mutual	\$0.00	\$0.00
5 Consumer Research Report	Consumer Research Repo	rt \$0.00	\$0.00

Copyright 2010, 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. Rankings for December 2009. 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.

**Response** FEBRUARY 2010 www.responsemagazine.com