

**TOP 5 VERTICAL MARKETS  
NATIONAL CABLE INFOMERCIAL RANKINGS BY MEDIA**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED
<b>HEALTH &amp; FITNESS</b>			
1	Turbo Fire	Beachbody	6 payments of \$19.95 plus \$24.95 S&H
2	P90X	Beachbody	3 payments of \$39.95 plus \$19.95 S&H
3	Insanity	Beachbody	3 payments of \$39.95 plus \$24.95 S&H
4	Food Lovers Fat Loss System	Provida Life Sciences	6 payments of \$19.99 plus \$19.99 S&H
5	Total Gym	Total Gym Fitness LLC	30-day trial for \$49.95
<b>BEAUTY</b>			
1	no! no!	Radiancy	3 payments of \$89.95 plus \$14.95 S&H
2	Meaningful Beauty	Guthy-Renker Corp.	\$29.95 plus \$5.95 S&H
3	Wen	Guthy-Renker Corp.	\$29.95 plus \$5.99 S&H
4	Tria Laser	Tria Beauty Inc.	Lead-generating
5	Murad Resurgence	Murad Inc.	\$39.95 plus \$8.95 S&H
<b>ENTERTAINMENT</b>			
1	Easy 80s	Time-Life Music	5 payments of \$29.99
2	Teen Years	Time-Life Music	5 payments of \$29.99 plus \$1.99 S&H
3	Disney Vacation Club	Disney Vacation Club	Lead-generating
4	Singers and Songwriters	Time-Life Music	5 payments of \$29.99
5	Country's Got Heart	Time-Life Music	5 payments of \$29.99
<b>HOUSEHOLD</b>			
1	Shark Navigator	Euro-Pro	4 payments of \$49.95 plus \$45.90 S&H
2	Nu-Wave Oven	Hearthware Home	3 payments of \$39.99 plus \$29.95 S&H
3	Shark Vac-then-Steam	Euro-Pro	4 payments of \$39.95 plus \$29.95 S&H
4	Shark Steam Pocket	Euro-Pro	4 payments of \$39.95
5	Ninja 1100	Euro-Pro	4 payments of \$39.95
<b>BUSINESS OPPORTUNITY</b>			
1	Advertising Profits	Visionary Strategies LLC	\$19.95 plus \$9.95 S&H
2	Cash Flow Business	Dalbey Education	\$39.95
3	Auctions For Income	Auction Profits LLC	\$19.95 plus S&H
4	My Financial Power Makeover	WT Ventures LLC	30-day trial for \$9.95 plus \$19.95 S&H
5	Trading Room	Kent Direct!	Lead-generating

**TOP 5 VERTICAL MARKETS  
NATIONAL CABLE SPOT RANKINGS BY FREQUENCY**

RANK	PRODUCT NAME	MARKETING COMPANY	PRICE OFFERED	S&H
<b>HEALTH &amp; FITNESS</b>				
1	Pro-Form Ab Glider	Icon Health & Fitness	\$14.95	\$0.00
2	Perfect Situp	Perfect Fitness	\$14.95	\$0.00
3	Shake Weight	Fitness IQ	\$29.95	\$9.95
4	Lipozene	Obesity Research Institute	\$29.95	\$0.00
5	Bowflex Tread Climber	Nautilus Inc.	\$0.00	\$0.00
<b>BEAUTY</b>				
1	Proactiv Solution	Guthy-Renker Corp.	\$19.95	\$0.00
2	Hydroxatone	Hydro-Skin LLC	\$0.00	\$0.00
3	Stem Cell Therapy	Biologic Solutions Inc.	\$49.95	\$4.95
4	Hydrolyze	Hydrolyze	\$0.00	\$0.00
5	Max Clarity	Stiefel Labs/GSK	\$19.95	\$0.00
<b>ENTERTAINMENT</b>				
1	California Psychics	Outlook Amusements Inc.	\$0.00	\$0.00
2	Sports Illustrated	Time Inc.	\$0.00	\$0.00
3	Slow Grind	Razor & Tie Direct	\$28.99	\$0.00
4	Shirley Temple	Shirley Temple DVD Collection	\$49.98	\$0.00
5	Pillow Pets	Ontel Products	\$19.95	\$7.95
<b>HOUSEHOLD/KITCHEN</b>				
1	Tempur-Pedic	Tempur-Pedic	\$0.00	\$0.00
2	Solar Animal Repeller	Emson	\$29.95	\$7.95
3	Furniture Fix	Hampton Direct	\$14.99	\$7.95
4	Astonish	Maturo Media LLC	\$9.95	\$0.00
5	Mantis Tiller Cultivator	Schiller Grounds Care Inc.	\$0.00	\$0.00
<b>PERSONAL</b>				
1	ZQuiet	ZQuiet	\$9.95	\$0.00
2	Hoveround	Hoveround Corp.	\$0.00	\$0.00
3	Total Pillow	Hampton Direct	\$19.99	\$7.95
4	Easy Feet	IdeaVillage Products Corp.	\$14.99	\$7.99
5	iRenew	Harvest Direct	\$19.99	\$7.95

Copyright 2011, Infomercial Monitoring Service Inc., **IMSTVOnline.com**. Satellite 2, 810-812 Park Way, Philadelphia, PA 19008. Phone: (610) 328-6902. Fax: (610) 328-6791. E-mail: sam@imstv.com. Rankings for **March 2011**. Rankings for each month are based on media and 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. **IMSTVOnline.com**.