

# NATIONAL CABLE INFOMERCIAL RANKINGS

## Frequency Ranking

Based solely on frequency of programs aired on networks monitored.

\* Consecutive weeks on chart since January 1993.

This Week	Last Week	Wks. on Chart*	Title	Company	No. of Airs	Media Index	No. of Stations
1	2	277	Free & Clear	Amazing Profits LLC	92	299.01	29
2	3	145	Nutrisystem	NutriSystem, Inc.	63	230.45	20
3	7	22	Shortcuts To Internet Millions	Jeff Paul LLC	59	272.28	24
4	6	309	bareMinerals	Bare Escentuals Beauty	59	254.68	23
5	11	556	Bowflex	Bowflex Home Gyms	55	139.08	21
6	5	19	Debt Cures	Quick Serve Network	53	113.54	19
7	10	572	Total Gym	Total Gym Fitness LLC	52	159.82	24
8	8	32	Natural Advantage	Guthy-Renker Corp.	49	235.48	16
9	1	21	Shark Steam Mop	Euro-Pro	48	287.63	26
10	13	261	Auctions For Income	Auction Profits LLC	46	140.66	15
11	12	13	Cricut	Provo Craft & Novelty	45	174.63	19
12	21	133	Sheer Cover	Guthy-Renker Corp.	44	217.34	17
13	14	70	Extenze	Maximizer Health	43	106.51	5
14	4	42	Tobi	TOBI LLC	42	141.05	17
15	24	20	Turbo Jam	BeachBody.com	40	156.20	12
16	23	78	Nu-Wave	Hearthware Home	39	147.96	18
17	9	218	Magic Bullet	Homeland Housewares	39	115.67	21
18	17	606	LIFE	LIFE Outreach	37	88.99	4
19	16	149	Cash Flow Business	America's Note	36	186.19	20
20	29	25	Bose 321	 Bose Corporation	35	75.27	19
21	18	66	P90X	BeachBody.com	34	136.70	16
22	30	257	Body Makeover	 Provida Life Sciences	33	129.15	15
23	28	9	Ultimate Healing	 Bottom Line Health	32	108.30	17
24	25	33	AbRail	AbRail Fitness LLC	31	70.64	12
25	27	49	Hip Hop Abs	 BeachBody.com	29	103.85	11

TOP 25 INFOMERCIALS MONITORED: 1135

TOTAL INFOMERCIALS MONITORED: 2746





# TOP 25 for the week ending January 4, 2008

## Indexed Media Ranking

Based solely on gross media rates from networks monitored.

 Logo indicates show that has moved into the Top 25 since the previous week.

This Week	Last Week	Wks. on Chart*	Title	Company	Media Index	No. of Airs	No. of Stations
1	1	277	Free & Clear	Amazing Profits LLC	299.01	92	29
2	3	21	Shark Steam Mop	Euro-Pro	287.63	48	26
3	4	22	Shortcuts To Internet Millions	Jeff Paul LLC	272.28	59	24
4	2	309	bareMinerals	Bare Escentuals Beauty	254.68	59	23
5	5	32	Natural Advantage	Guthy-Renker Corp.	235.48	49	16
6	16	145	Nutrisystem	NutriSystem, Inc.	230.45	63	20
7	13	133	Sheer Cover	Guthy-Renker Corp.	217.34	44	17
8	31	6	Kodak Printer	 Eastman Kodak	191.60	15	11
9	20	149	Cash Flow Business	America's Note	186.19	36	20
10	8	9	Humana	Humana	183.64	22	10
11	12	13	Cricut	Provo Craft & Novelty	174.63	45	19
12	14	572	Total Gym	Total Gym Fitness LLC	159.82	52	24
13	24	20	Turbo Jam	BeachBody.com	156.20	40	12
14	18	93	Xpress 101	Gaiam	151.88	18	5
15	11	78	Nu-Wave	Hearthware Home	147.96	39	18
16	15	248	Murad	Murad, Inc.	143.60	24	14
17	6	42	Tobi	TOBI LLC	141.05	42	17
18	23	261	Auctions For Income	Auction Profits LLC	140.66	46	15
19	21	556	Bowflex	Bowflex Home Gyms	139.08	55	21
20	7	66	P90X	BeachBody.com	136.70	34	16
21	9	257	Body Makeover	Provida Life Sciences	129.15	33	15
22	26	65	Fluidity Bar	 Fluidity Fitness LLC	128.94	27	14
23	17	63	Shapely Secrets	Sawier	121.40	15	8
24	10	218	Magic Bullet	Homeland Housewares	115.67	39	21
25	25	19	Debt Cures	Quick Serve Network	113.54	53	19

TOP 25 ACCUMULATED MEDIA INDEX: 4459

TOTAL ACCUMULATED MEDIA INDEX: 9681



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