



2018 The True Top 50 MID-YEAR



RANK	CAMPAIGN	MARKETER	PRODUCER	AIRINGS	SPEND INDEX	WEEKS
1	MagicBax	Allstar	Launch DRTV	6,713	10.47	35
2	Flawless Legs	IdeaVillage	Blue Reef	5,379	10.05	31
3	Flex Glue	Swift	-	6,056	9.2	27
4	HD Vision Special Ops	IdeaVillage	Morgan James	5,324	8.71	32
5	Egglettes	IdeaVillage	Concepts	2,451	8.45	30
6	Bell+Howell TacGlasses	Emson	Paddock	4,257	6.51	53
7	Finishing Touch Flawless	IdeaVillage	Blue Reef	3,560	6.33	63
8	Bavarian Edge	Telebrands	Sullivan	4,323	5.6	37
9	Arctic Air	Ontel	Blue Moon	3,201	5.35	22
10	Bell+Howell Disk Lights	Emson	Opfer	3,115	5.12	27
11	Flex Tape Clear	Swift	-	5,817	4.96	71
12	Wonder Bible	Allstar	Monte-Brooks	3,140	4.67	45
13	Fuller Full Crystal	SAS Group	Hutton-Miller	1,928	4.19	15
14	Copper Fit Advanced Back Pro	IdeaVillage	Blue Reef	1,872	4.06	20
15	Atomic Lighter	Telebrands	Sullivan	3,466	3.96	49
16	Nerve Pain Away	Top Dog	Hutton-Miller	4,399	3.96	46
17	Egg Sitter	Telebrands	Cole	2,150	3.82	29
18	Bell+Howell TacLight Elite	Emson	Paddock	2,661	3.47	25
19	MicroTouch Solo	IdeaVillage	Blue Reef	3,784	3.27	54
20	NutriSlicer	Emson	Hutton-Miller	2,109	3.06	27
21	Copper Fit Balance	IdeaVillage	Blue Reef	2,927	3.01	65
22	Trumpy Bear	Exceptional Products	-	3,088	2.76	46
23	Atomic Beam Battle Vision	Telebrands	Sullivan	3,680	2.71	29
24	Yoshi Copper Grill Mat	IdeaVillage	Kerrmercials	1,926	2.58	51
25	Pocket Hose Brass Bullet	Telebrands	Kerrmercials	1,751	2.44	46
26	Reheatza	Allstar	Schwartz	1,123	2.19	28
27	Fuller Brush Pane DR	SAS Group	Hutton-Miller	1,578	2.03	32
28	Bell+Howell LightBar	Emson	Bluewater	2,184	1.82	63
29	My Foldaway Mirror	Emson	Hutton-Miller	1,639	1.8	58
30	Gotham Steel Bacon Bonanza	Emson	Hutton-Miller	1,631	1.7	45
31	Hurricane FurWizard	Telebrands	Cole	1,657	1.69	56
32	Gotham Steel Pan	Emson	Cole	834	1.45	140
33	Atomic Beam Lantern	Telebrands	Kerrmercials	1,500	1.43	78
34	RoboTwist	Emson	Paddock	539	1.42	111
35	Bell+Howell TacVisor	Emson	Paddock	611	1.41	15
36	Copper Fit Pro Series	IdeaVillage	Blue Reef	2,568	1.4	96
37	Grab It	Allstar	Cole	806	1.29	57
38	B+H Night Vision TacGlasses	Emson	Paddock	1,017	1.21	24
39	2018 \$50 Gold Buffalo Tribute	NCM	Paddock	698	1.15	31
40	Copper Fit Energy Socks	IdeaVillage	Blue Reef	631	1.14	98
41	Hydra Light	Infomercials Inc.	Infomercials Inc.	2,442	1.11	27
42	Atomic Beam Light Angel	Telebrands	Sullivan	962	1.11	19
43	Red Copper 5 Minute Chef	Telebrands	Schwartz	401	1.05	41
44	Atomic Charge Wallet	Telebrands	Paddock	1,143	1.02	48
45	Dust Daddy	Ontel	Infomercials Inc.	1,190	1.01	26
46	Free TV Key	Tristar	-	1,191	0.98	136
47	Copper Chef Grill Mat	Tristar	-	1,194	0.97	38
48	Clorox ScrubTastic	Emson	Hutton-Miller	1,019	0.95	73
49	3 Second Lash	Allstar	Launch DRTV	1,014	0.93	29
50	Bell+Howell TacLight	Emson	Paddock	1,492	0.91	113

Source: DRMetrix, 1/1/2018-6/24/2018, Short Form Products (120s & 60s), Baseline Spend Index: Proactiv (100)