



# 2019 The True Top 50 ANNUAL



RANK	CAMPAIGN	MARKETER	PRODUCER	AIRINGS	SPENDING	WEEKS
1	Copper Fit Compression Gloves	IdeaVillage	Blue Reef	11,963	\$12,967,239	65
2	GraniteStone / GraniteRock	Emson	Hutton-Miller	14,385	\$12,336,809	46
3	MicroTouch Solo	IdeaVillage	Blue Reef	12,331	\$12,073,005	129
4	Gotham Steel Pan	Emson	Cole	8,398	\$10,521,623	217
5	Copper Fit Energy Socks	IdeaVillage	Blue Reef	10,468	\$10,089,395	44
6	Hearing Assist	Avento	-	4,960	\$9,940,740	87
7	Bell+Howell Tac Visor	Emson	Paddock	8,304	\$8,079,544	92
8	Flawless Brows	IdeaVillage	Blue Reef	5,607	\$7,443,710	83
9	Flexible Mirror	Emson	Hutton-Miller	8,196	\$6,761,868	57
10	Flawless Dermaplane GLO	IdeaVillage	Blue Reef	5,547	\$6,696,477	28
11	Contour Legacy Leg Pillow	Contour/Tristar	-	9,081	\$5,418,948	54
12	Copper Fit Advanced Back Pro	IdeaVillage	Blue Reef	6,702	\$5,400,427	97
13	Finishing Touch Flawless	IdeaVillage	Blue Reef	3,200	\$5,398,874	137
14	Atomic Beam Battle Vision	Telebrands	Sullivan	4,165	\$4,837,380	90
15	Atomic Beam Night Hero	Telebrands	Sullivan	4,712	\$4,818,634	34
16	Flawless Body	IdeaVillage	Blue Reef	6,420	\$4,693,772	44
17	Mighty Sight	Ontel	Schwartz	4,389	\$4,052,563	33
18	Fast Ball	Telebrands	Kerrmercials	3,733	\$3,986,689	45
19	GraniteRock	Emson	Hutton-Miller	3,315	\$3,954,259	40
20	Flawless Contour	IdeaVillage	Blue Reef	2,491	\$3,946,098	20
21	Campbell Posture Cane	Top Dog	Hutton-Miller	4,290	\$3,759,757	64
22	Socket Shelf	Allstar	Kingstar	3,245	\$3,724,221	44
23	Paw Perfect	Emson	Blue Moon	6,054	\$3,458,275	64
24	Nutri Chopper	Emson	Opfer	2,867	\$3,222,111	23
25	Bell+Howell Disk Lights	Emson	Opfer	4,602	\$3,179,541	92
26	Pocket Hose Silver Bullet	Telebrands	Kerrmercials	3,730	\$2,998,702	43
27	Hempvana Pain Cream	Telebrands	Bluewater	3,294	\$2,885,842	42
28	Flawless Legs	IdeaVillage	Blue Reef	2,905	\$2,691,270	107
29	Fuller Full Crystal	SAS Group	Hutton-Miller	3,317	\$2,675,418	81
30	Bell+Howell Tac Glasses	Emson	Paddock	1,833	\$2,584,303	130
31	Arctic Hat	Ontel	Sullivan	2,492	\$2,383,838	26
32	National Collector's Mint	NCM	Paddock	3,392	\$2,370,066	122
33	Fuller Full Crystal Full Exterior	SAS Group	Hutton-Miller	4,180	\$2,367,235	41
34	Atomic Beam CopCam	Telebrands	Bluewater	5,176	\$2,307,226	70
35	Perfect Cushion	Allstar	DEG	2,154	\$2,274,902	26
36	Bell+Howell Tac Amplifier	Emson	Paddock	2,114	\$1,842,461	61
37	HD Vision Special Ops	IdeaVillage	Morgan James	2,658	\$1,838,506	84
38	Pop n' Play	Allstar	Kingstar	1,914	\$1,797,952	22
39	Bell+Howell Flip-Up Tac Glasses	Emson	Paddock	2,139	\$1,797,781	56
40	BetterBrella	Emson	Cole	570	\$1,735,766	174
41	Copper Chef Deals	Tristar	-	1,103	\$1,646,791	26
42	Atomic Beam SunBlast	Telebrands	Kerrmercials	1,614	\$1,602,540	53
43	World's Greatest Cooking Pot	Smart Inventions	-	779	\$1,600,620	31
44	One Power Readers	Tristar	-	3,055	\$1,497,336	38
45	Free TV Key by Clear TV	Tristar	-	1,107	\$1,446,985	188
46	DermaRPX	Emson	Hutton-Miller	1,484	\$1,407,749	22
47	NutriSlicer	Emson	Hutton-Miller	1,787	\$1,407,670	96
48	Ped Egg Pedi Vac	Telebrands	Bluewater	2,834	\$1,388,501	51
49	Atomic Beam Magic Ear	Telebrands	Kerrmercials	837	\$1,376,292	79
50	Pillow Pad	Ontel	Hutton-Miller	1,701	\$1,232,808	35

Source: DRMetrix, 12/31/2018 thru 12/29/2019, Short Form Products (120s & 60s)