



# Weekly Spend Index™ Rankings for retail AS SEEN ON TV products

Long Form | Media Week 15 - 04/04/2016 thru 04/10/2016



Ranking	Brand	▶	Spend Index	Advertiser	Airings	Networks	Website
Last week 1 Total weeks 83	1 Total Gym	▶	50.46	Total Gym Fitness	84	22	▶
Last week 3 Total weeks 28	2 Ninja Coffee Bar	▶	40.17	SharkNinja Operating	68	28	▶
Last week 2 Total weeks 84	3 Luminess Air	▶	38.30	Luminess Direct	44	19	▶
Last week 6 Total weeks 78	4 Nutri Ninja Blender Duo	▶	38.29	SharkNinja Operating	54	23	▶
Last week 4 Total weeks 35	5 Shark Rocket Deluxe Pro	▶	36.33	SharkNinja Operating	59	23	▶
Last week 5 Total weeks 22	6 Copper Chef	▶	20.81	Tristar Products	41	17	▶
Last week 10 Total weeks 21	7 Shark Rocket Powerhead	▶	20.41	SharkNinja Operating	28	15	▶
Last week 11 Total weeks 78	8 Shark Rotator Powered Lift Away	▶	18.65	SharkNinja Operating	23	14	▶
Last week 7 Total weeks 85	9 DermaWand	▶	15.94	ICTV Brands	30	14	▶
Last week 9 Total weeks 64	10 KitchenAid Artisan Stand Mixer	▶	14.69	Whirlpool	14	5	▶
Last week 12 Total weeks 7	11 NuWave Oven Pro Plus	▶	9.79	NuWave	19	12	▶
Last week 8 Total weeks 29	12 Gotham Steel Pan	▶	9.25	E. Mishan & Sons	19	13	▶
Last week 26 Total weeks 28	13 MiniMax	▶	6.89	Allstar Products	15	11	▶
Last week 16 Total weeks 66	14 Power Pressure Cooker XL	▶	6.59	Tristar Products	12	7	▶
Last week 13 Total weeks 22	15 Murad Rapid Lightening	▶	5.65	Murad	7	4	▶
Last week 44 Total weeks 67	16 NuWave Precision Induction Cooktop	▶	5.20	NuWave	9	8	▶
Last week 14 Total weeks 76	17 Philips Airfryer	▶	5.17	Koninklijke Philips Electronics	10	8	▶
Last week 27 Total weeks 57	18 BodysHred	▶	5.00	Empowered Media	6	4	▶
Last week 20 Total weeks 30	19 Bissell ProHeat 2X Revolution	▶	4.81	Bissell Homecare	12	9	▶
Last week 25 Total weeks 58	20 Worx GT 2.0 Trimmer	▶	4.71	Positec USA	15	12	▶
Last week 29 Total weeks 67	21 NutriBullet RX	▶	4.46	NutriBullet	6	6	▶
Last week 15 Total weeks 55	22 The Woodstock Collection	▶	4.45	Direct Holdings Americas	7	3	▶
Last week 18 Total weeks 74	23 Arthro 7	▶	4.41	Nutrivita	13	6	▶
Last week 35 Total weeks 84	24 Rotorazer Saw	▶	3.74	Response Products	11	5	▶
Last week 33 Total weeks 66	25 Rock and Roll Hall of Fame Live DVD Collection	▶	3.07	Direct Holdings Americas	4	1	▶
Last week 32 Total weeks 54	26 Worx Aerocart	▶	2.84	Positec USA	7	7	▶
Last week 28 Total weeks 78	27 Worx Air	▶	2.29	Positec USA	8	5	▶
Last week 23 Total weeks 26	28 NutriBullet Pro	▶	2.18	NutriBullet	5	4	▶
Last week n/a Total weeks 35	29 The Carol Burnett Show - The Lost Episodes	▶	2.02	Direct Holdings Americas	2	2	▶
Last week 43 Total weeks 77	30 Murad Resurgence	▶	1.73	Murad	4	3	▶
Last week 36 Total weeks 82	31 Tummy Tuck Miracle Slimming System	▶	1.58	Savvier	3	3	▶
Last week 41 Total weeks 63	32 Crepe Erase	▶	1.47	Guthy-Renker	5	3	▶
Last week n/a Total weeks 5	33 Power AirFryer XL	▶	1.47	Tristar Products	4	4	▶
Last week 31 Total weeks 63	34 Miracle Bamboo Pillow	▶	1.44	Ontel Products	3	3	▶
Last week 22 Total weeks 63	35 Wonder Core Smart System	▶	1.43	HSNi	4	4	▶
Last week 23 Total weeks 66	36 Little Giant Xtreme Ladder	▶	1.35	Wing Enterprises	5	5	▶
Last week 30 Total weeks 83	37 Teeter Hang Ups	▶	1.23	STL International	4	3	▶
Last week n/a Total weeks 53	38 Opry Video Classics	▶	1.10	Direct Holdings Americas	1	1	▶
Last week 40 Total weeks 38	39 The Hee Haw Collection	▶	1.10	Direct Holdings Americas	1	1	▶
Last week 49 Total weeks 76	40 NuWave Oven Pro	▶	0.86	NuWave	4	3	▶
Last week 24 Total weeks 54	41 Follow Me Pressure Washer	▶	0.71	Karcher North America	1	1	▶
Last week 38 Total weeks 57	42 Paint Zoom	▶	0.64	Response Products	2	2	▶
Last week 17 Total weeks 33	43 Cricut	▶	0.52	Provo Craft & Novelty	1	1	▶
Last week 37 Total weeks 84	44 Wen Healthy Hair Care	▶	0.30	Guthy-Renker	3	2	▶
Last week 39 Total weeks 67	45 Arthri-D	▶	0.28	Parkwood Enterprises	2	2	▶
Last week n/a Total weeks 83	46 Wolfgang Puck Pressure Oven	▶	0.12	KitchenTek Operating	1	1	▶
Last week 46 Total weeks 60	47 Golden Age of Country	▶	0.12	Direct Holdings Americas	1	1	▶
Last week 48 Total weeks 28	48 Perfect Cooker	▶	0.10	Tristar Products	2	1	▶

© Copyright 2016, DRMETRIX LLC. Occurrence data is collected on a 24/7 basis from direct monitoring of national cable network feeds. Short-form includes spots of 5 minutes or less in length. Long-form includes programs of 28:30 in length. Spend index is based on a projection of direct response media expenditures with top long-form and short form campaigns earning a spend index score of 100 and all other advertisers calculated in comparison. The index also takes into account network and ROS daypart mix, and whether spots are airing in [national or local ad breaks](#). DRMetrix is a media monitoring and research company specializing in the direct response television marketplace. Phone (951) 234-3899. E-mail: [info@drmetrix.com](mailto:info@drmetrix.com)