

BARRE STUDIO Network

ACTIVE SPORTS & FITNESS NETWORKS

Raise the Barre with dance-inspired workout enthusiasts nationwide

The Network

Barre class is a ballet-inspired workout, incorporating yoga, pilates, and other isometric exercises and equipment, focusing on lower body strength and flexibility. Barre began in 1959 when a German ballet dancer used her ballet barre training, combined with rehabilitation exercises, to help her body recover from a back injury. Barre has exploded in popularity across the U.S. with more than 3.8 million members and is an important part of **CoOptions'** broader Women's Fitness Networks™ suite. The **Barre Studio Network™** provides a perfect touchpoint for brands to tap this huge trend and engage one-on-one with its passionate participants.

Consumer Targeting

- Cross-generational with core age range 18-54, millennial skew
- 90%+ female with healthy lifestyle
- Mid-upscale HH Income \$100K+
- Highly educated, high performers, authentic lifestyles

Locations/Reach

- 1,000+ studios spread throughout U.S. with heavier saturations in major DMAs and strong general fitness markets
- Up to 250,000 samples per 3-5 weeks executional program window (depending on brand category)

Signage & Consumer Research

- Counter tent cards to encourage members to try your sample and tell brand narrative.
- Optional dedicated consumer core and conversion dual research (recommended).
- Optional counter easel card w/tear pad or QR code for survey.

Investment *Pricing does not include shipping**

Sample Quantity	Cost / Sample
50,000 – 75,000 pilot	26¢ / sample
75,001 – 100,000	22¢ / sample
100,001 – 200,000	18¢ / sample
200,001 – 300,000	16¢ / sample

Product Sample Distribution

Hand-distributed at check-in or after Barre sessions

** Staging & shipping quoted upon request (please provide all specs and actual samples)*

the **samplingstore**™

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21 grams. Infinite benefits.

- Organic Plant Based Protein
- High Quality Nutrition
- Smooth & Creamy

PLEASE TAKE ONE

Get your FREE SAMPLE!

Be one of the first 100 people to fully complete our secure, online survey and you'll receive a \$10 Amazon.com eGift Card!

To participate, visit OrganicSurvey.com

PLEASE ENJOY A FREE SAMPLE OF Organix's Protein Powder and a high-value coupon!

BARRE STUDIO Network



TRY A FREE SAMPLE NOW!

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FEEL BETTER FASTER WITH ARNICARE® GEL

Before pain gets in your way, treat it at the first sign with Arnicare. The active ingredient *Arnica montana* relieves muscle pain, stiffness, swelling from injuries, and bruises.*

FREE RELIEF

Arnicare

ARNICARE IS AVAILABLE AT

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TAKE ONE

TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 100 people to fully complete our secure, online survey and you'll receive a \$10 Amazon.com eGift Card!

To participate, visit ArnicareSurvey.com

*CLAIM BASED ON TRADITIONAL, HERBICIDE PRACTICE. NOT ACCEPTED MEDICAL EVIDENCE. NOT FOR SALE.

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THE PERFECT BARRE ACCESSORY FOR EVERYONE

PLEASE TAKE ONE

Tell Us What You Think and Get Rewarded!

Be one of the first 100 people to fully complete our secure, online survey and you'll receive a \$10 Amazon.com eGift Card!

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