

Forge relationships with FITNESS ENTHUSIASTS at HIGH INTENSITY cross-training gyms nationwide



CROSSTRAINING
GYM NETWORK

The Network

Cross-training is an immensely popular fitness regimen, known as the "Boutique Boom" in the fitness industry. High intensity and often competitive, cross-training gyms are workout communities of people sharing common interests and goals. CoOptions developed its **Cross-Training Gym Network™** of more than 14,000 individual locations of popular cross-training franchises including CrossFit®, Orangetheory®, Fit Body Boot Camp®, Crunch Fitness®, Burn Boot Camp® and others, to provide a conduit for brands to tap this powerful on-trend lifestyle of empowered fitness enthusiasts.



Consumer Targeting

- Fitness enthusiasts 18 – 55, heavily skewed 25 – 34
- Evenly split male / female
- Upscale, more than half with family HH income of more than \$150,000



Locations/Reach

- 14,000+ gyms nationwide
- Average of 200 members / gym
- Multiple cross-training brands and locations in our expanded network
- Ability to target only women in gyms



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 acrylic counter sign holder for survey

Investment Pricing does not include shipping*

Sample Quantity	Cost / Sample
50,000 – 100,000 pilot	24 - 28¢ / sample
100,001 – 250,000	21 - 24¢ / sample
250,001 – 500,000	18 - 21¢ / sample
500,001 – 1,000,000	16 - 18¢ / sample

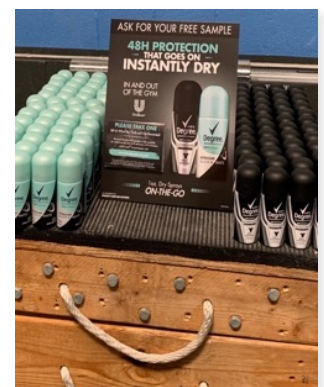
Product Sample Distribution

Hand-distributed at check-in or after session and display / product location in main area

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

the **samplingstore**™

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v.2025.1.0

All programs are executed directly with individually owned gym locations

the **samplingstore**™

www.samplingstore.com

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HEALTH & WELLNESS MARKETING



FREE SAMPLE FOR MEMBERS!

IT'S THE CHIP YOU'VE BEEN WAITING FOR

NEW! Atkins Protein Chips



KETO FRIENDLY **4G NET CARBS** **13G PROTEIN** **4G FIBER** **BAKED NOT FRIED**

See nutrition info for calories and sat fat contents. 7-8g Total Fat. *Product designed to be used with the Atkins ketogenic diet. Visit Atkins.com/low-carb/keto.

TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 200 members to fully complete our online survey and we'll send you a **\$10 Amazon eGift Card!** Visit our survey website or scan the QR code. AtkinsChipsSurvey.com



You must be 18 years or older, at U.S. Census, and have received the sample at your gym or event by participating. Visit AtkinsChipsSurvey.com for more information. One survey per household. Survey runs by CoOptions' Sampling Store, Cary, NC.

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