



Engage with Millions of Professionals and Style-Conscious Adults in Dry Cleaners Nationwide

The Network

In partnership with Encompass Media Group, a leader in place-based media, our **Dry Cleaning Network™** provides access to millions of men and women who take garment care seriously. With 40,000+ locations nationwide, your brand can connect with consumers where they live, work, and maintain their wardrobes. Dry cleaners attract affluent households (\$100K+ HHI), professionals, uniform-wearers, and fashion-focused shoppers. The dry cleaning industry continues to grow at 3.4% annually, remaining a prime channel for reaching high-value, engaged consumers. For brands aligned with apparel, fashion, or lifestyle, this network delivers a unique opportunity to drive trial, awareness, and conversion with a premium audience who appreciates quality and cares about the details.



Key Demographics

- Ages: Baby Boomers (45%), Gen-X (32%), Millennials (19%), Gen-Z (4%), working professionals
- Lifestyle: frequent travelers, older urban professionals, and female fashionistas
- HH Income: avg \$100K+



Locations/Reach

- 40,000+ locations nationwide
- Up to 500,000 samples per month distributed at counters or hung on hangers (50,000 minimum per DMA)
- Additional media including branded door static clings, branded counter mats, and branding of paper and bag graphics



Signage and Research

- Counter tent cards to encourage customers to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research
- 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	32 - 36¢ / sample
100,000 – 250,000	28 - 32¢ / sample
250,001 – 500,000	25 - 28¢ / sample
500,001 – 750,000	23 - 25¢ / sample
750,001 – 1,000,000	21 - 23¢ / sample
> 1,000,000	please inquire

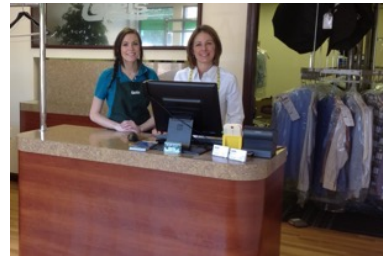
Product Sample Distribution

Hand-distributed at check-in/out counter
Minimum 50,000 samples per DMA

** Staging & shipping quoted upon request (please provide all specs and actual samples) OR client can ship to regional warehouses. Includes custom designed tent cards. Research and easel cards with tear pads optional (quoted separately).*

the **samplingstore™**

2500 Regency Parkway
Cary, NC 27518
Phone: (919) 303-3223
Fax: (919) 303-3225
sales@samplingstore.com



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www.samplingstore.com

