



Engage older adults 55+ nationwide

The Seniors Network™

Approximately 11,000 senior centers throughout the U.S. serve approximately 1 million older adults ages 55+ daily, providing onsite social activities, arts and fitness classes, nutrition services, community programs and volunteerism, and special events. The largest portion of the senior center community consists of adults ages 58 to 76 from the Baby Boomer generation (those born 1946 to 1964). Baby Boomers comprise 21.5% of the U.S. population (Source: Statista). The Boomer segment is the wealthiest U.S. generation, with buying power of approximately \$2.6 trillion and spending dominance in 119 to 124 consumer packaged goods categories (Source: FONA). The **Seniors Network™** from CoOptions' Sampling Store provides a perfect touchpoint for brands to capture Boomer attention, brand trial, and purchase.



Consumer Targeting

- Older adults ages 55+, with focus on Boomer generation segment
- 70%+ female participants
- Multi-ethnic consumer composition
- Boomers lead spending in 96% of consumer categories in the U.S.



Locations/Reach

- 3,500+ senior centers with an average weekly unduplicated attendance of 273 seniors per center
- Centers spread throughout U.S. with higher concentration in major DMAs
- Up to 350,000 samples per 3-5 week campaign



Signage & Consumer Research

- Counter tent cards to encourage seniors 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	26 - 28¢ / sample
100,001 – 200,000	22 - 26¢ / sample
200,001 – 300,000	20 - 22¢ / sample
300,001 – 400,000	18 - 20¢ / sample
400,001 – 500,000	16 - 18¢ / sample

Product Sample Distribution

Hand-distributed at check-in or during activities

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

the **samplingstore**™

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