



SENIORS
NETWORK™

Engage older adults 55+ nationwide

The Seniors Network™

Every day, nearly 1 million older adults gather at more than **11,000 senior centers** across the U.S.—vibrant social community hubs offering fitness classes, arts and cultural programs, nutrition services, volunteer opportunities, and social connections. The heartbeat of these centers? The **Baby Boomer** generation (born 1946–1964), adults ages 61 – 79 who make up 21.5% of the U.S. population (Statista). ~68 million Boomers in 2024! And they're not just numerous—they're powerful. With **\$2.6 trillion in buying power** and dominance across 119+ consumer packaged goods categories (FONA), Boomers are the wealthiest generation in America. **The Seniors Network™** from CoOptions' Sampling Store is the ideal gateway for brands to engage this influential audience. From trial to loyalty, it's a one-of-a-kind opportunity to put your brand directly into the hands of Boomers and older adults.



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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ASK FOR YOUR FREE SAMPLE NOW!

THE WORLD'S MOST PERFECT FOOD

- Complete, drinkable, nutritious meal.
- Creamy & delicious, packed with:
 - 5g of BCAAs
 - 39 essential vitamins and minerals
 - 16g+ plant protein*
 - 1g sugar or less**
- Science-Backed Nutrition. Sustainable Ingredients.
- Voted Best Tasting and 2023 Product of the Year.**

soylent

*Soylent from Soyent® (10g protein and 1g sugar)
**Source: Consumer Survey of Product Satisfaction 2023

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ASK FOR YOUR FREE SAMPLE NOW!

TAKE PAIN AWAY

WITH ARNICARE® ARTHRITIS CREAM

- Scientifically Formulated
- 2 pain relievers in one formula
- Relieves joint discomfort, muscle pain, and stiffness

ARNICARE® ARTHRITIS IS AVAILABLE AT:

WALGREENS **AMAZON** **WELLS FARE** **CVS** **ROCKY MOUNTAIN** **WALMART** **AMERICA'S DAIRY FARM** **AMERICA'S FARM MARKET** **AMERICA'S FARM MARKET** **AMERICA'S FARM MARKET**

VISIT ARNICARE.COM
and use code **SEN10** for **20% OFF** your order.

*CLAIMS BASED ON NATIONAL HOME/PHARMACY. NOT ACCEPTED MEDICAL EXPENSE. NOT FOR RESALE.

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the **samplingstore**™

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