



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 62 – 80 who make up 21.5% of the U.S. population (*Statista*). ~67 million Boomers today (*Pew Research*)! 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

- Age: Older adults ages 55+, with focus on Boomer and older Gen-X generations
- Gender: 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	32 - 36¢ / sample
100,001 – 200,000	29 - 32¢ / sample
200,001 – 300,000	27 - 29¢ / sample
300,001 – 400,000	25 - 27¢ / sample
400,001 – 500,000	23 - 25¢ / 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**™

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

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 - 16g plant protein*
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*Soylent Protein: 10g protein and 1g sugar
**Source: Consumer Survey of Product Satisfaction 2023

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- Scientifically Formulated
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*CLAIMS BASED ON TRADITIONAL HOMEOPATHIC PRACTICE. NOT ACCEPTED MEDICAL EVIDENCE. NOT FOR EVALUATION.

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the **samplingstore**™

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