



Engage **PROFESSIONALS** at **CO-WORKING OFFICES** in **Top DMAs**



The Network

In partnership with Encompass Media Group, our **WeWork® Workspace Solutions** field team will deliver up to 200,000 samples to small business and startup owners and operators, regional corporate teams, and other professionals in up to 98 WeWork® locations in top U.S. DMA markets — New York (32); Los Angeles (14); Chicago (8); Philadelphia (2); San Francisco (16); Boston (7); Dallas (5); Washington, DC (8); Atlanta (5); and Houston (1). Founded in 2010, WeWork® disrupted the commercial real estate market by taking out long-term building leases, styling them with a signature chic, startup-friendly aesthetic, and subleasing them to individuals and companies as flexible, short-term memberships. After ownership change in 2024, the company now operates more than 600 co-working locations worldwide.



Key Demographics

- Gender: 46% female and 54% male
- Age: 51% Millennials (30 - 45), 35% Gen-X (46 - 61), 10% Gen-Z (18-29), 4% Boomers (62-80)
- Race/Ethnicity: 54% White, 23% Hispanic or Latino, and 13% Black or African American; 47% of members are in Tech or Finance



Locations/Reach

- Up to 200,000 samples distributed through 98 WeWork® locations in 10 top U.S. DMAs
- Focus on professionals, consultants, startups, and corporate satellite teams (40% of membership)



Collateral and Research

- Custom 5" x 7" T-base acrylic holder w/ printed sign and branded survey invite postcards (25% of sample volume), design included
- Dedicated dual-tier opt-in consumer research (initial trial & follow-up conversion survey one month later), both with \$10 Amazon® eGift card rewards

Investment (All-inclusive per sample under 3 oz.)*

Volume	Cost / Sample	Survey Rewards
50,000 pilot	\$0.714 (\$35,722)	100 core / 50 conv
100,000	\$0.611 (\$61,100)	100 core / 50 conv
150,000	\$0.575 (\$85,950)	150 core / 75 conv
200,000	\$0.535 (\$107,000)	200 core / 100 conv

All programs are turn-key and include counter signage, survey invitation branded postcards (with 2 rounds of in-house design), dual-tier research setup and execution with Amazon® eGift card consumer rewards, and full recap & reporting.

Executorial Information

Client ships samples to our MN fulfillment center for repacking, collateral production and insertion in custom master cases, and shipping to regional warehouses.

If brands want to support their sampling with media, we offer WeWork® screen video ad options (please inquire for quote).

the **samplingstore**™

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* Samples 3 oz. or heavier and/or bulky samples that increase UPS dimensional weight will incur additional ground shipping costs



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