



Reach Active Women in Women-Only Gyms Nationwide

The Network

More than half (50.5%) of America's approximately 65 million gym-goers are female (Source: IHRSA 2022). Women's gyms have continued to grow, fueled by yoga, barre, pilates, boot camps, and other female-centric gyms and studios—in addition to Curves and other more traditional gyms serving women-only constituencies. Based on brand requests and fitness industry trends, we've expanded our women-only gym offerings, as well as our capabilities to sample to women in multi-gender gyms.



Consumer Targeting

- Cross-generational with core age range 18-54, millennial skew
- Women with healthy lifestyles
- Mid-upscale HH Income \$75K+
- Well-educated and socially active



Locations/Reach

- 3,000 women-only gyms and studios, 1,300 female-centric gyms, and 9,000+ multi-gender general gyms for sampling to women
- Higher concentration in major DMAs and strong general fitness markets
- Up to 2,000,000 samples per 3-5 weeks executional program window



Signage & Consumer Research

- Counter tent cards to encourage members to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research
- Optional counter easel card with tear pad or QR code for survey invitation

Investment *Pricing does not include shipping**

Sample Quantity	Cost / Sample
50,000 – 100,000 pilot	26¢ / sample
100,001 – 250,000	21¢ / sample
250,001 – 500,000	18¢ / sample
500,001 – 1,000,000	16¢ / sample
> 1,000,000	14¢ / sample

Product Sample Distribution

Hand-distributed at check-in or after sessions.

** 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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v.2024.1.0

the **samplingstore**™

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TRY A FREE SAMPLE NOW!

PAIN? BRUISES? STIFFNESS?
FEEL BETTER FASTER WITH ARNICARE® GEL

Before pain gets in your way, treat it at the first sign with Arnicare. The active ingredient Arnica montana relieves muscle pain, stiffness, swelling from injuries, and bruises.*

FAST RELIEF
 • No prescription
 • No side effects
 • No drowsiness

ARNICARE IS AVAILABLE AT
 Target, Walmart, Walgreens, and other natural product stores.

PLEASE TAKE ONE
 Tell us what you think and get rewarded! Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon.com eGift Card!*

To participate, visit arnicare.com

ARNICARE IS AVAILABLE AT
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VISIT ARNICARE.COM
 Use code GYM for 20% OFF in-store orders.

*CLAIMS BASED ON TRADITIONAL HERBOSPONSIC PRACTICE. NOT ACCEPTED MEDICAL EVIDENCE. NOT YEA EVALUATED.

Clean, organic protein to fuel your best self.

21 grams. Infinite benefits.

- Organic Plant Based Protein
- High Quality Nutrition
- Smooth & Creamy

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 CLEAN NUTRITION

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 Tell us what you think and get rewarded! Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon.com eGift Card!*

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Get your FREE SAMPLE!
 Please enjoy a free sample of Orgain's Protein Powder and a high value coupon!

BIFRE STUDIO Networks



INSTANTLY DRY FOR A CLEANER FEEL

THE PERFECT BARRÉ ACCESSORY FOR EVERYONE

PLEASE TAKE ONE
 Tell us what you think and get rewarded! Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!*

TRY ANTIPERSPIRANT THAT GOES ON DRY AND STAYS DRY

BIFRE STUDIO Networks

Simply Protein

Enjoy your free sample

Simply put... Protein. Clean and simple.

PLEASE TAKE ONE
 Tell us what you think and get rewarded! Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon.com eGift Card!*

To participate, visit simplyprotein.com



FREE SAMPLE FOR MEMBERS!

IT'S THE CHIP YOU'VE BEEN WAITING FOR

NEW! Atkins Protein Chips

PLEASE TAKE ONE
 Tell us what you think and get rewarded! Be one of the first 200 members to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!*

To participate, visit atkinschipsurvey.com

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ASK FOR YOUR FREE POUCH!

After your workout... TEAR. EAT. GO.

PLEASE TAKE ONE
 Tell us what you think and get a \$10 Amazon eGift Card!*

Be one of the first 100 guests to fully complete our online survey and we'll send you a \$10 Amazon eGift Card! Visit starkist.com or scan this QR code to take the survey.

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TRY A SAMPLE NOW!

PLEASE TAKE ONE
 Tell us what you think and get rewarded! Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon.com eGift Card!*

To participate, visit playtex.com

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