



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 1,000,000 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 - 28¢ / sample
100,001 – 250,000	21 - 26¢ / sample
250,001 – 500,000	18 - 21¢ / sample
500,001 – 1,000,000	16 - 18¢ / 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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the **samplingstore**™

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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 you'll receive a \$10 Amazon.com eGift Card!

Visit [ARNICARE.COM](http://arnicare.com) Use code: **GYM10** for 20% OFF your order.

*CLINICAL: IN TOPICAL FORM. PHOTO: MICHELLE REGAN, REDUX, NY FOR FALLOUT.

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FREE STUDIO Network



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FREE SAMPLE

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Good source of lean protein (10-g of protein per pouch)

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PROTEIN CHIPS RANCH, NACHO CHEESE

KETO FRIENDLY 4G NET CARBS, 13G PROTEIN, 4G FIBER, BAKED NOT FRIED

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