



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 woman-only gyms including Curves, Shapes, Get In Shape, and Kaia, we also sample at gyms and studios with women-centric constituencies like Pure Barre, Club Pilates, Jazzercise, as well as women in general and multi-gender gyms including Anytime Fitness, Crunch, Genesis, Retro, and Snap Fitness



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**™

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



v.2026.1.0

the **samplingstore**™

www.samplingstore.com

A CoOptions Group Company
CoOptions
HEALTH & WELLNESS MARKETING



Simply Protein

Enjoy your free sample

Simply put. Protein. Clean and simple.

PLEASE TAKE ONE

Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit www.samplingstore.com or scan the QR code to take the survey.

YOUR REQUESTED SAMPLES ARE HERE!

ONE PER ADULT MEMBER. NOT FOR SALE.

WOMEN'S FITNESS NETWORKS

Compliments of Protein & Sample and CoOptions Sampling Store

the samplingstore.

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.*

ARNICARE IS AVAILABLE AT

Target CVS Walgreens and other national grocery stores

VISIT ARNICARE.COM

Use code: **GTM100** for 20% OFF your order!

Clean, organic protein to fuel your best self.

21 grams. Infinite benefits.

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

Orgain

PLEASE TAKE ONE

Get your FREE SAMPLE!

Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit www.samplingstore.com or scan the QR code to take the survey.

ENJOY YOUR FREE SAMPLE!

Nair

Easiest. Wax. Ever.

Be your own salon. Nair Wax Ready Strips are the easy, no-mess, no-warming DIY way to wax at home.

- EASIEST WAX EVER*
- LONG-LASTING RESULTS UP TO 4 WEEKS**
- MESS-FREE
- NO PREP - JUST PEEL & PLACE

PLEASE TAKE ONE

Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit www.samplingstore.com or scan the QR code to take the survey.

ENJOY YOUR FREE SAMPLE!

Batiste

DRY SHAMPOO

The Future of Haircare is Here!

Introducing NEW Batiste™ Touch Activated & Sweat Activated Dry Shampoo. Long lasting all-day freshness when you need it most:

- Sweat Activated to absorb oil and release fragrance when you sweat
- Touch Activated for bursts of freshness when you touch your hair

PLEASE TAKE ONE

Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit www.samplingstore.com or scan the QR code to take the survey.

ASK FOR YOUR FREE POUCH!

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

Starkist

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

20+ delicious and flavorful varieties of Tuna, Salmon, and Chicken

A simple way to add protein to your meals, anytime, anywhere!

PLEASE TAKE ONE

Be one of the first 100 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit www.samplingstore.com or scan the QR code to take the survey.

FREE SAMPLE FOR MEMBERS!

IT'S THE CHIP YOU'VE BEEN WAITING FOR

NEW! Atkins Protein Chips

ATKINS

Protein Chips

4g NET CARBS 13g PROTEIN 4g FIBER BAKED NOT FRIED

PLEASE TAKE ONE

Be one of the first 200 members to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit www.samplingstore.com or scan the QR code to take the survey.

