



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

- Ages: 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 w/ tear pad or QR code for survey invitation

Investment *Pricing does not include shipping**

<u>Sample Quantity</u>	<u>Cost / Sample</u>
50,000 – 100,000 pilot	28 - 32¢ / sample
100,001 – 250,000	26 - 28¢ / sample
250,001 – 500,000	23 - 26¢ / sample
500,001 – 750,000	21 - 23¢ / sample
750,001 - 1,000,000	19 - 21¢ / sample

Product Sample Distribution

Hand-distributed at member 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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