

Position Your Brand With Yoga Enthusiasts.



Health. Fitness. Lifestyle. Yoga.

Yoga growth continues to surge in the U.S., with more than 48.5 million participants in 2022, up more than 50% from just 10 years ago. CoOptions Health & Wellness / Sampling Store has been connecting brands with yoga students for nearly two decades through its Yoga Studio Network™. A grassroots network that began as a strategic marketing partnership in 2001 with leading yoga magazine partner, Yoga Journal, the Yoga Studio Network has grown to more than 5,100 independent and yoga chain studios nationwide. If your brand is natural, organic, eco-friendly, vegetarian, and/or vegan, you can reach hundreds of thousands of students and practitioners in this strong practice community with product samples and messaging.



Key Demographics

- Age Breakout: 18-29 (20%); 30-49 (43%); 50+(37%). Gender: 72% female.
- Upscale, average household income of \$93K.
- 72% college degree (27% advanced degree)
- 69% hold professional/managerial positions
- Yoga is geographically skewed to East and West coasts, but in all major DMAs



Locations/Reach

- 5,100+ Yoga Studios (updated for 2023 w/addition of new studio openings and closures from pandemic)
- Up to 350,000 samples per program (national, regional, market specific)
- Optional geo-mapping around key account store locations for shopper conversion



Signage and Recap/Research

- Counter tent cards to encourage members to try your sample and tell brand narrative at studios
- 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*

Sample Quantity	Cost / Sample
50,000 – 75,000 pilot	26¢ / sample
75,001 – 100,000	22¢ / sample
100,001 – 200,000	18¢ / sample
200,001 – 300,000	16¢ / sample

Product Sample Distribution

Product delivered at sign-in or at end of classes by yoga instructor / manager.

**Staging & shipping quoted upon request (please provide all specs and actual samples).*

Contact

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HEALTH & WELLNESS MARKETING

YOGA Studio Network

Immerse your brand in a powerful, highly engaged community.

