

Position Your Brand With Yoga Enthusiasts.



Health. Fitness. Lifestyle. Yoga.

There are 35 million people that practice yoga in the U.S., 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 5,500 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 West and East coasts, Colorado, and Texas



Locations/Reach

- 5,500+ Yoga Studios (updated in 2024 w/addition of new studio openings and closures from pandemic)
- Up to 300,000 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 acrylic counter sign holder for survey

Investment *Pricing does not include shipping**

Sample Quantity	Cost / Sample
50,000 – 75,000 pilot	26 - 28¢ / sample
75,001 – 100,000	22 - 26¢ / sample
100,001 – 200,000	18 - 22¢ / sample
200,001 – 300,000	16 - 18¢ / 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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the **samplingstore**™

www.samplingstore.com

A CoOptions Group Company
CoOptions
HEALTH & WELLNESS MARKETING

YOGA Studio Network

Immerse your brand in a powerful, highly engaged community.



Yoga Now
Natural Vitality CALM™ later

PLEASE TAKE ONE
TELL US WHAT YOU THINK
AND GET REWARDED!

GET YOUR
SAMPLE PACKET
NOW!

To participate, visit NaturalVitality.com



Enjoy your free sample

Simply Protein. Simply put... Protein. Clean and simple.

11-14g 2-3g 100% 100% 100% 100%

SimplyProtein.com



TRY A SAMPLE NOW!

PAIN? BRUISES? STIFFNESS?

HELP YOUR BODY THE NATURAL WAY WITH ARNICARE GEL

Arnicare.com/yn



GET A FREE SAMPLE OF DELICIOUS B12 GUMMIES!

SUNDOWN NATURALS 100% FREE OF

PLEASE TAKE ONE

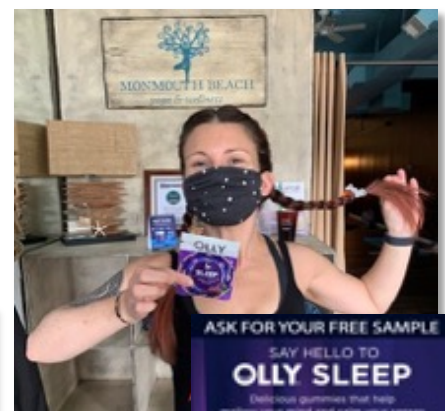
GET YOUR FREE SAMPLE NOW!



pukka Herbal wellbeing from day to night

PLEASE TAKE ONE

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SAY HELLO TO **OLLY SLEEP**

Delicious gummies that help soothe your mind and calm your stress so you can relax and sleep.

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