

Position Your Brand With Yoga Enthusiasts.



Health. Fitness. Lifestyle. Yoga.

38.4 million Americans (about **11% of the U.S. population**) practiced yoga in 2022 (Source: Yoga Alliance), a figure that continues to grow. CoOptions Health & Wellness / Sampling Store has been connecting brands with yoga students for nearly two decades through its **Yoga Studio Network™ (YSN)**. YSN is 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, or sustainable, 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: 74% female
- Upscale, ave. household income of \$93K
- 72% college degree (27% advanced degree)
- 69% hold professional / managerial positions



Locations/Reach

- 5,100+ independent and chain yoga studios nationwide
- 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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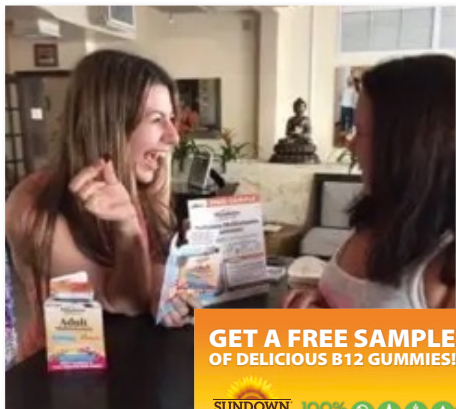
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