

Position Your Brand With Yoga Enthusiasts.



Health. Fitness. Lifestyle. Yoga.

38.4 million Americans (about **11% of the U.S. population**) practice yoga (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: 20% 18-29; 43% 30-49; 37% 50+
- Gender: 74% female
- Affluence: 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 250,000 samples per program (larger volumes include other women's gyms and studios, e.g., Barre, Pilates, etc.)
- Can geo-map 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 – 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

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**

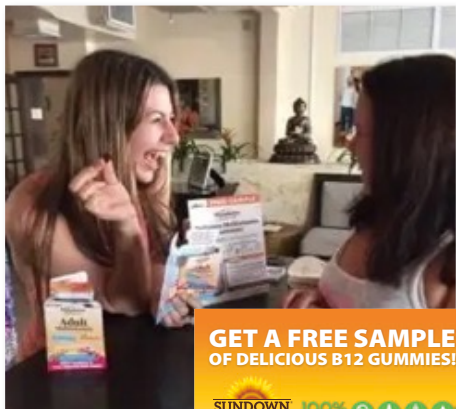
www.samplingstore.com

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Immerse your brand in a powerful, highly engaged community.



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