

WOMEN'S HEALTH & FITNESS SAMPLING

Program Description

- Up to 1 million samples distributed to women in fitness clubs at over 5,000 facilities nationwide
- Timing based upon brand needs
- Research and ROI analysis available
- Category exclusivity; Right of first refusal



WOMEN'S HEALTH & FITNESS MEMBER AUDIENCE COMPOSITION

The fitness member is an educated woman primarily 35+ years old with a mean HH income of \$82M (US \$61M). She is married with children and 65% are employed outside the home. She is heavily involved in fitness & nutrition and cares about her health and appearance.