

YOGA SAMPLING

Program Description

- Up to 1 million samples distributed to Yoga and Pilates students by their instructor
- Timing based upon brand needs
- Research and ROI analysis available
- Category exclusivity; right of first refusal



YOGA ENTHUSIAST DEMOGRAPHIC PROFILE

- There are approximately over 36 million yoga enthusiasts — up from 20 million in 2012
- 79% are 18-54 years old
- 72% of yoga practitioners are women
- 80% are college educated; 21% have postgraduate degrees
- Yogis in the U.S. have a mean household income of \$88,000 and a median income of \$72,000; versus the total U.S. household has a mean income of \$73,000 and a median income of \$56,000