



FITNESS KITS 2024

Deliver 10,000 samples of your brand directly to prospective buyers through our influential network of fitness professionals. Drive top-of-mind awareness, consideration, and purchase. Studios will present samples as a gift to their members.

OVERVIEW

TARGET AUDIENCE

Active consumers through a trusted network of gyms, clubs and small class format fitness studios including yoga, Pilates, barre, cycling, Crossfit, and personal training.

ACTIVATION

Kits are delivered hand-to-hand from fitness professionals to their most valuable members as a gift. Kits are presented at natural points of intersection including at check-in, special events, or hand-to-hand after class. Program category is exclusive.

REACH AND MARKETS

10,000 samples
Markets: National

TIMING

Commitment requested by August 23
Samples or collateral due September 16th
Delivery: October 2024

COST

Samples \$5,500 based on a sample 1 oz or less.
Sample size larger than 1 oz. allowed. A separate quote will be provided based on size.

Literature insertion \$2,200

Category exclusive

91% found the fitness kit sampling program valuable for their members

86% are much more or somewhat more likely to purchase after receiving a sample

AHA FITNESS NETWORK



Samples, offers and new fitness kits are delivered by fitness gyms, specialty studios, and personal trainers. Campaigns may include on-premise sample distribution, point-of-care media and grass root social media/digital activations.

REACH ACTIVE CONSUMERS THROUGH TRUSTED PROFESSIONALS

NETWORK

Gyms
Specialty Fitness

REACH

4MM
1MM

“

I think this is a GREAT way to advertise at local gyms. I feel proud that my gym is supporting healthy and environmentally friendly brands.

”

“

We really enjoyed being part of this, along with our members! The snacks were a great surprise to the members too, and a lot of them had great feedback on them!

”

