

NSI

NICHE SAMPLING INC.

YogaFit® Gift Pack Sampling

Program Description

- 500,000 samples distributed to YogaFit, Yoga and Pilates students by their instructor
- Distribution in spring
- Independent market research included
- Category exclusivity; right of first refusal

What is YogaFit?

YogaFit is the internationally acclaimed mind-body workout designed to improve health, athletic performance, and mental acuity. Created in 1994 by fitness expert Beth Shaw.



YogaFit features a comprehensive program that has trained over 50,000 individuals in the YogaFit style. YogaFit is the only yoga style recognized by:

- IHRSA (International Health, Racquet, and Sports Club Association)
- ACE (American Council on Exercise)
- AFAA (Aerobics and Fitness Association of America)

Yoga Enthusiast Demographic Profile

- There are approximately 16 million yoga enthusiasts — up from 3 million in 1990
- 82% are 18-54 years old
- 71.4% are college educated; 27% have postgraduate degrees
- 44% of yogis have household incomes of \$75,000 or more; 24% have more than \$100,000

Niche Sampling Inc.
4532 North Oakland Avenue
Milwaukee, WI 53211

Ph: 414.276.5666
Fx: 414.276.6665

target@nichesampling.com
www.nichesampling.com