



EN FORMA

SAN MIGUEL DE ALLENDE

MEDIA KIT 2024

WHAT, WHY & WHO





What is En Forma?

A guide for the San Miguel De Allende community and visitors alike to seek local wellness opportunities, events, and more through our website and on our brand new APP!

Our Why

En Forma is here to help residents and visitors discover all the wellness activities and events available to them in San Miguel De Allende. From the gym, to yoga to sound baths and healing ceremonies, En Forma makes it easy for subscribers to find classes and activities of interest to them that will fit with their schedules. It also provides education on all forms of wellness that they may not be familiar with.

En Forma San Miguel De Allende is here to bring wellness seekers and talented practitioners together for the purpose of health and healing.



Who we are

After moving to Sayulita during Covid we were in search of healing as were many others in our same situation. We found an amazing network of talented wellness practitioners and many wellness options that we were not familiar with, but it took a lot of hard work to find you all.

Wellness seeking shouldn't cause stress so we felt we could help others by producing a tool to make it easier to connect practitioners and those in need of healing.



EN FORMA
SAN MIGUEL DE ALLENDE

Introducing the EnForma Mexico Wellness App

Wellness on Demand!

The essential wellness travel companion

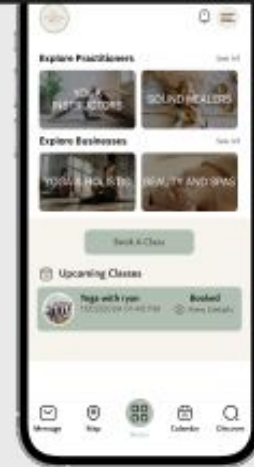


Live Calendar

Find & book your services instantly and with ease, all based on your schedule.

Searchable Directory

Easy-to-find health and wellness practices and qualified practitioners in each field.

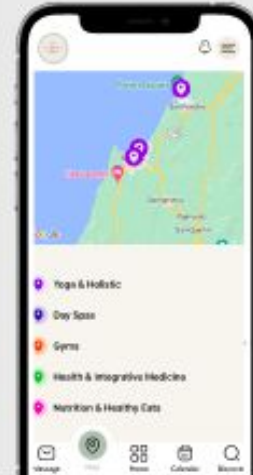


Personalized Schedule

All of your upcoming activities listed in one easy to find place.

Interactive Map

Find all the wellness classes and events around you while on the go. Your wellness doesn't have to go away when you do!



Direct Text Messaging

Get direct access to your favorite instructors and practitioners in real time.

Our Packages & You



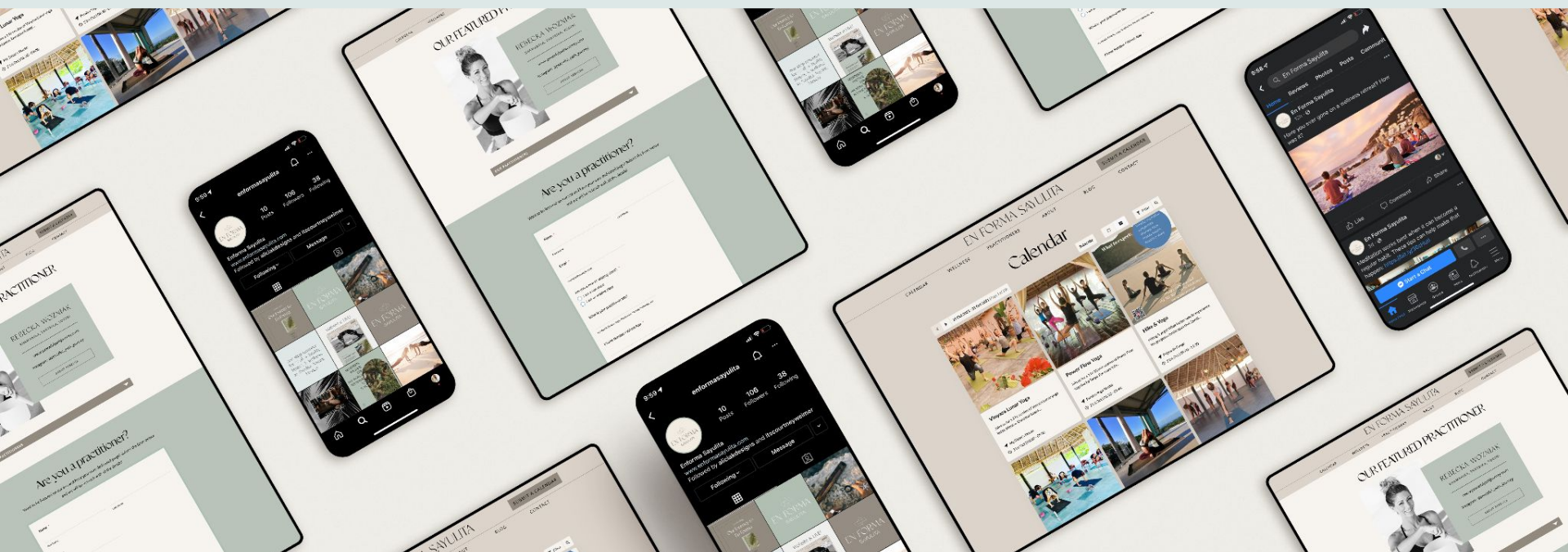
Your services & featured profile will be highlighted through our many channels:

E-NEWSLETTER

SOCIAL MEDIA

WEBSITE

APP



PREMIUM PRACTITIONER PROFILE

A practitioner profile on the app PLUS

A premium placement in your preferred category of the website

The screenshot shows a website interface for a practitioner profile. At the top left, it says "EN FORMA SAN MIGUEL DE ALLENDE". In the top center, there are two links: "VIEW CALENDAR" and "SUBMIT AN EVENT", both with right-pointing arrows. On the top right, there is a circular "MENU" button. On the left side, there is a vertical list of "CATEGORIES" including: ACUPUNCTURISTS, BREATHWORKERS, CHIROPRACTORS / PHYSICAL THERAPISTS, CRANIOSACRAL, MASSAGE THERAPISTS, and NUTRITIONISTS. The main content area features the title "FEATURED SOUND HEALER" above a photograph of a man sitting in a chair in a stone-walled courtyard. To the right of the photo is a green box containing the name "PUERTA AL CORAZON" and the text "YOGA / SOUND HEALER / MEDITATION / GONG EXPERIENCE". Below this box, there are social media links for Instagram (@puertalcorazon), Facebook (@puertalcorazon), and Email (puertalcorazon@gmail.com).

12 mth contract : \$34 USD/mth

6 mth contract : \$39 USD/mth

1 mth contract : \$44 USD/mth

PREMIUM STUDIO/CLINIC PROFILE

A studio profile on the app PLUS

A premium placement in your preferred category of the website

12 mth contract : \$59 USD/mth


6 mth contract : \$64 USD/mth

1 mth contract : \$69 USD/mth

EN FORMA SAN MIGUEL DE ALLENDE

VIEW CALENDAR ↻ | SUBMIT AN EVENT ↻ | MENU

Learn more about our Yoga/Holistic Studios



Pilates Strong SMA
PILATES STUDIO

Website : www.pilatesstrongsma.com
Email : PilatesStrongSMA@gmail.com
Facebook: [@pilatesstrongSMA](https://www.facebook.com/pilatesstrongSMA)
Phone : +52-415-114-7557

Pilates Strong believes the Reformer is the most effective way to condition your body. They pay special attention to your specific needs and customize a series of sessions to fit your goals.

PREMIUM RETREAT PROFILE

A retreat profile on the app PLUS

A premium placement in the retreat and experiences section on the website.

EN FORMA SAN MIGUEL DE ALLENDE

[VIEW CALENDAR](#) ↻

[SUBMIT AN EVENT](#) ↻

[MENU](#)

Retreats & Experiences



WELLNESS PLANNING



OUR HABITAS
SAN MIGUEL DE ALLENDE



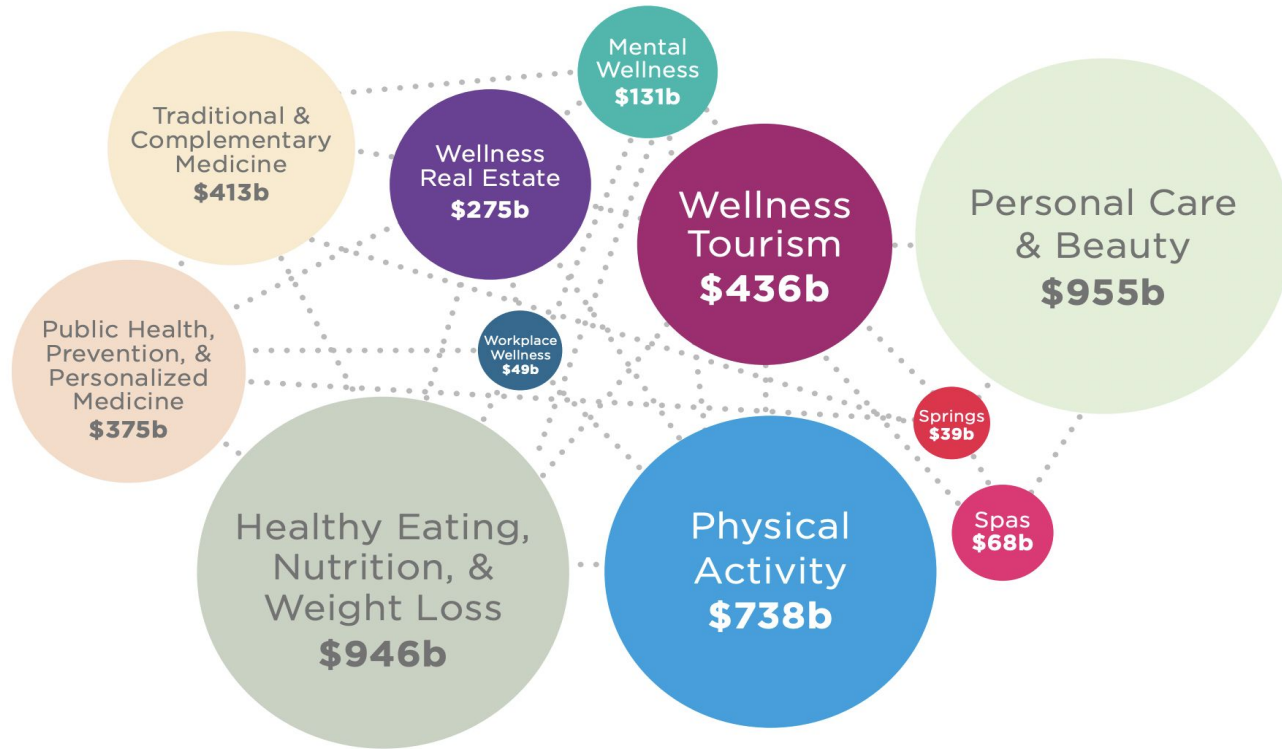
SAGRADA RETREATS

12 mth contract : \$59 USD/mth

6 mth contract : \$64 USD/mth

1 mth contract : \$69 USD/mth

GLOBAL WELLNESS ECONOMY: \$4.4 trillion in 2020



Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute



GLOBAL WELLNESS
INSTITUTE™

Wellness Economy: Top 10 Markets in Latin America- Caribbean (2020)

	US\$ billions
Brazil	\$82.6
Mexico	\$46.5
Argentina	\$17.1
Chile	\$13.3
Peru	\$13.1
Colombia	\$11.6
Costa Rica	\$7.2
Ecuador	\$7.2
Panama	\$5.0
Puerto Rico	\$3.8

Source: GWI

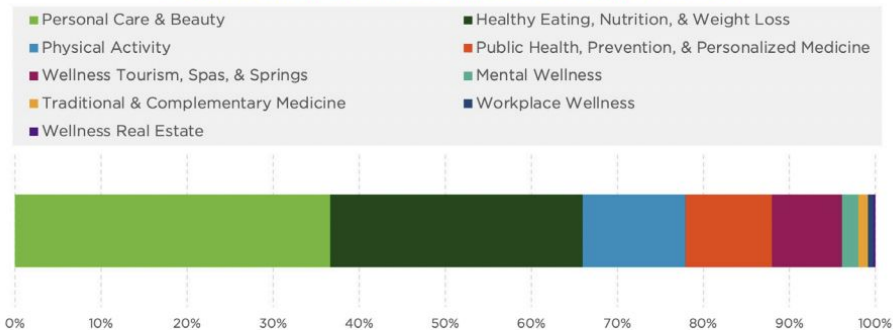
Latin America-Caribbean: Wellness Economy Profile

	2017	2019	2020
Wellness Economy (US\$ billions)	\$311.7	\$302.1	\$235.4
Wellness Economy Per Capita (US\$)	\$490	\$466	\$360
Wellness Economy as a % of Regional GDP	5.4%	5.5%	5.1%
Wellness Economy as a % of Global Total	7%	6%	5%

Note: Figures for the eleven sectors shown below do not sum to the regional total due to overlap in sectors.

Source: Global Wellness Institute (based on extensive primary research and secondary data sources for 46 markets in Latin America-Carib.); IMF World Economic Outlook, October 2021 Edition (GDP data); World Bank World Development Indicators (population data).

Latin America-Caribbean: Composition of the Wellness Economy (2020)



Source: Global Wellness Institute

Benefits of a Partnership with Us

Save Time & Money

- Save more than \$5000USD and ALOT of time not having to build your own website.
- Spend a fraction of the cost if you were to advertise on all the platforms and media outlets we do.
- Have total control over your own profile and classes / events
- Easily keep all your information up to date, giving your customers more confidence

Reach a Wider Audience

- We have connections and contacts both locally and internationally
- Reach every condominium and guesthouse in Sayulita
- Frequent social media campaigns as well as text and email campaigns to subscribers
- Subscribers automatically see events and reminders directly on their phone
- Exposure to local resorts and retreat centers

Increase ROI

- One to two class attendees per month will cover your yearly advertising cost
- Book out your classes in advance with visitors pre-planning their activities before arrival
- Increased class attendance allows you to add more classes with confidence they will be filled
- Help improve cash flow by taking advance payments through our rsvp/payment system.

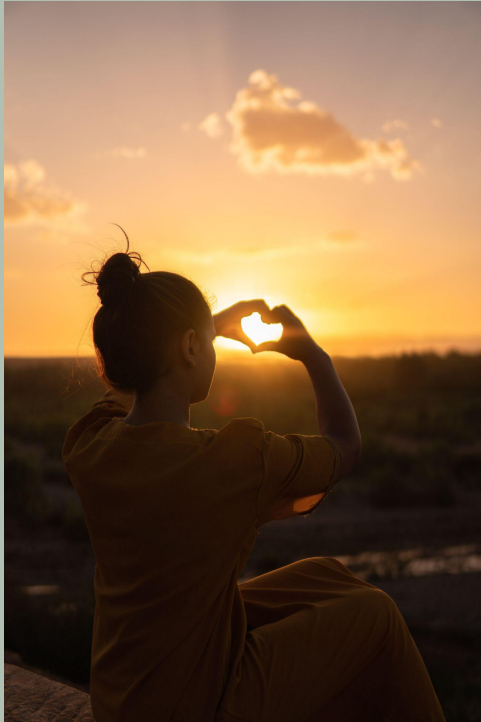
The Future

We have expanded to San Miguel de Allende, a location with an amazing wellness community, and as we grow our goal is to offer our services in locations all over Mexico, such as Tulum, Puerto Escondido, to name just a few.



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Are You Ready to Reach Your Full Potential?



No matter your goals, we have a targeted approach designed to help you achieve them! Reach out today to learn more about how we can help!

Email: sales@enformamexico.com
Website: www.enformamexico.com



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Our Industry has 9.9% average growth reaching
nearly \$7.0 trillion in 2025

Don't miss out!



Testimonials

When I found this calendar, I was truly relieved as it really helps me to figure out events on a particular day I'm interested in, as well as to know all the different vendors, classes, and types of activities that are out there! - Bassel

...Such a convenient, user friendly, and resourceful source to have for us wellness enthusiasts... - Fatima

En Forma planned the dream get away for me and my girlfriends- a customized retreat experience that included everything we were looking to do including private group yoga instruction, surfing lessons, a sound bath, and a mezcal tasting.

- Pamela

...When my girlfriend and I came to Sayu we gained so much time by booking our workout classes, yoga, and even a soundbath through the easy to use website... - Jackson

