

LIFE & CULTURE

What's Selling Where: Fitness DVDs

LESLIE YAZEL

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WHAT'S SELLING WHERE | Fitness DVDs

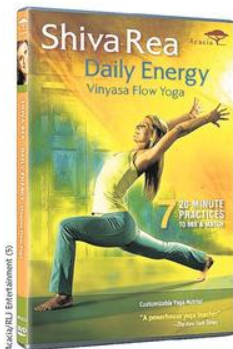
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LOS ANGELES

Yoga

'Shiva Rea: Daily Energy, Vinyasa Flow Yoga'
\$19.99 (suggested retail price), released in 2009

Shiva Rea teaches yoga and trains teachers in Venice, Calif., which may explain the city's devotion to this DVD. Acacia's best-selling title nationwide of 2011 and 2012, says Ms. Guinto. Its 20-minute workouts attract time-crunched people who can't make it to a class.

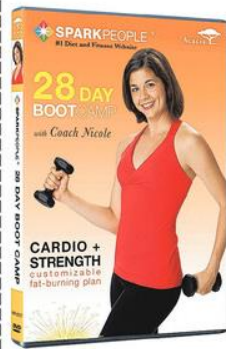


CINCINNATI

'Boot Camp'

'SparkPeople: 28-Day Boot Camp with Coach Nicole'
\$16.99, released in 2011

Nicole Nichols of nutrition and fitness website SparkPeople has "girl-next-door appeal. You watch her DVD and say, 'I can do that,'" says Ms. Guinto. SparkPeople is based in Cincinnati, so she may literally be the girl next door to fitness fans there.

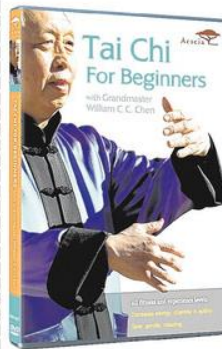


TULSA

Tai Chi

'Tai Chi for Beginners with Grandmaster William C.C. Chen'
\$19.99, released in 2009

This city has an increasingly older demographic, along with a slower pace of life, which "fits perfectly with practicing the gentle, slow movements" of tai chi, says Ms. Guinto. Mr. Chen is known to many people from teaching tai chi on the Learning Channel.

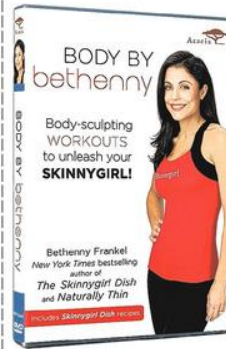


PHILADELPHIA

Yoga Workout

'Body by Bethenny'
\$16.99, released in 2010

Bethenny Frankel, best known for her turn in "Real Housewives of New York," isn't from Philadelphia, but "her dry wit and tough demeanor appeals to Philly," says Ms. Guinto. The workout is yoga-based, which adds to its popularity.

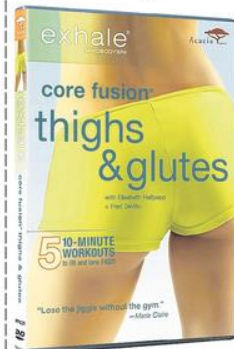


DETROIT

Lower-Body Lift

'Exhale: Core Fusion Thighs & Glutes'
\$14.99, released in 2009

Exhale Spa, which offers personal training and fitness classes, has locations in eight cities around the country, but not Detroit. Ms. Guinto suspects Detroit's big running community along with its car culture provide an audience that wants to develop more lower-body power.



—Leslie Yazel