

A woman with dark hair tied back, wearing a light-colored long-sleeved crop top and leggings, is standing on a Pilates reformer. She is holding a large, light grey exercise ball with both hands in front of her. The studio background includes a wall with the name 'HELENA BU' and colorful resistance bands hanging on it.

# PILATES STUDIO PRICING PLANNER (2026)

A simple worksheet to help boutique studio owners price classes sustainably

## Step 1: Understand Your Monthly Studio Costs

Before setting class prices, you need to know how much your studio must earn every month just to stay open.

Fill in your estimated costs below.

<b>Studio Expense</b>	<b>Monthly Cost</b>
Studio Rent / Lease	
Instructor Payroll	
Equipment Financing / Leasing	
Utilities & Maintenance	
Insurance	
Software & Booking Tools	
Marketing / Ads	
Miscellaneous Costs	
Total Monthly Cost	

## Step 2: Estimate Your Monthly Classes

Now estimate how many classes your studio will run each month.

Class Type	Classes per Week	Classes per Month
Mat Pilates		
Reformer Pilates		
Semi-Private Sessions		
Private Sessions		
<b>Total Classes Per Month</b>		

## Step 3: Calculate Revenue Needed Per Class

Use this simple formula:

Total Monthly Cost ÷ Total Monthly Classes  
= Revenue Needed Per Class

Example:

Example Calculation

Monthly Studio Cost = \$20,000

Classes Per Month = 160

Revenue Needed Per Class = \$125

This means every class needs to generate at least \$125 just to break even.

## Step 4: Estimate Minimum Price Per Client

Now divide revenue needed per class by class capacity.

Example:

<b>Class Capacity</b>	<b>Revenue Needed</b>	<b>Minimum Price Per Client</b>
10 Reformer Clients	\$125	\$12.50
8 Reformer Clients	\$125	\$15.60

Remember: this is break-even pricing, not profit pricing.

Most studios add 40–60% margin to cover empty spots and growth.

# Pilates Pricing Strategy Planner

## Step 5: Define Your Studio Positioning

Your pricing should reflect your studio identity.

- Premium Boutique Studio
- Community Neighborhood Studio
- Clinical / Rehab Pilates Studio
- Hybrid Wellness Studio

Your positioning affects how clients perceive value.

## Step 6: Plan Your Class Pricing

Fill in your pricing structure.

Class Type	Capacity	Target Price
Mat Pilates		
Reformer Pilates		
Advanced Reformer		
Semi-Private		
Private 1:1		

Typical 2026 pricing ranges:

<b>Class Type</b>	<b>Typical Price</b>
Mat Pilates	\$10 – \$25
Reformer Classes	\$35 – \$60
Private Sessions	\$40 – \$75
Private Sessions	\$75 – \$120

## **Step 7: Design Your Membership Model**

Most successful Pilates studios rely on memberships.

Plan yours below.

<b>Membership Type</b>	<b>Monthly Price</b>
4 Classes Per Month	
8 Classes Per Month	
Unlimited Membership	

Typical membership ranges:

<b>Membership</b>	<b>Average Price</b>
4 Classes / Month	\$80 – \$140
8 Classes / Month	\$150 – \$220
Unlimited	\$200 – \$350

## **Step 8: Quick Pricing Health Check**

Answer honestly:

Are your instructors paid fairly?

Are classes covering studio costs comfortably?

Can you maintain equipment easily?

Are you teaching a sustainable number of classes per week?

If you answered no to more than one, it may be time to revisit pricing.

## **Final Reminder**

Pilates studios succeed when pricing supports:

- fair instructor pay
- consistent class experiences
- equipment maintenance
- long-term sustainability

Cheap pricing might fill classes today.

Healthy pricing builds studios that last.