

Cannabis & Marijuana Product Users



Visit us online at amerilist.com

Total Universe: 30,100,544

Base Rate: \$100.00/M

Description Summary

AmeriList's Cannabis & Marijuana product users, smoker's database connects marketers with a growing and engaged community of adult cannabis consumers across the United States. These individuals represent a broad spectrum of users, from recreational smokers and casual users to wellness-focused individuals who incorporate cannabis into their health routines. Many are frequent purchasers of cannabis-related products, including flower, edibles, vapes, tinctures, and CBD-based wellness goods. Cannabis consumers included in this file are often lifestyle-oriented, trend-conscious, and loyal to brands that speak authentically to their interests. They are also highly receptive to offers, especially those that align with convenience, product innovation, and wellness benefits.

How Our Data Is Compiled

Our Cannabis & Marijuana Product Users Database is built with precision, integrity, and performance in mind. We source data from a diverse mix of opt-in, self-reported surveys, online and offline purchase behavior, event participation, lifestyle indicators, and subscription activity, all reflecting genuine consumer interest and intent. This rich dataset is continuously maintained through rigorous hygiene protocols, including monthly updates against the National Change of Address (NCOA) database and CASS certification, ensuring high deliverability and campaign success. Every record is verified and enhanced to maximize reach, response, and ROI for marketers targeting both recreational users and medical marijuana patients.

Consider The Facts

- The U.S. legal cannabis market is projected to exceed \$40 billion by 2027.
- Over 50% of regular cannabis users report purchasing cannabis products at least once per month.

Recommended Usage

This mailing list is an ideal solution for retail dispensaries, CBD and THC product manufacturers, health and wellness brands, cannabis education initiatives, advocacy groups, and lifestyle marketers. It enables businesses and organizations to promote new products, drive in-store traffic, raise awareness, and engage with a loyal and growing community of cannabis consumers who are actively shaping trends and purchasing decisions within the industry.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Lifestyle Interests
Ethnicity
Education Level
Cell Phones

Net Worth
Product Category
Income
Occupation

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data,
Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners.

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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