

PureHemp Enthusiasts™ Database



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Total Universe: 3,458,124

Base Rate: \$95.00/M

Description Summary

PureHemp Enthusiasts™ is a responsive and meticulously curated direct marketing database showcasing individuals who are deeply engaged with hemp-based products and sustainable lifestyles. These health-conscious, eco-driven consumers actively seek natural alternatives across a wide range of categories including wellness, nutrition, personal care, textiles, and household essentials. Whether motivated by hemp's therapeutic value, environmental benefits, or clean-label appeal, this audience represents a forward-thinking and rapidly expanding segment of the consumer market. Drawn from verified multi-channel sources, PureHemp Enthusiasts™ delivers access to buyers who are aligned with holistic living, environmentally responsible brands, and plant-powered innovation.

How Our Data Is Compiled

The PureHemp Enthusiasts™ file is built using verified, multi-sourced data collection methods, including opt-in online surveys, e-commerce purchase behavior, lifestyle preference indicators, and engagement with sustainable living content. Every record undergoes rigorous hygiene and validation protocols to ensure accuracy and deliverability. The file is regularly updated and processed through NCOA (National Change of Address) and CASS (Coding Accuracy Support System) certification to meet USPS standards, improve mail deliverability, and maintain data integrity.

Consider The Facts

- 64% of hemp product users are between ages 25 and 54, with a strong skew toward Millennials and Gen Z.
- 88% of hemp consumers say they prefer to support brands that are environmentally responsible.

Recommended Usage

This file is an excellent choice for marketers looking to connect with consumers who are committed to green living and clean, sustainable products. Ideal for promoting CBD-free hemp offerings, organic supplements, plant-based diets, natural skincare, eco-friendly home goods, renewable energy solutions, and environmentally conscious lifestyle brands.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Income
Buying Habits
Online Buyer
Credit Score

Lifestyle Habits
Mail Order Buyer
Homeowner / Renter
Home Market Value

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: \$475.00

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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