

High Times Brings Its Iconic Trans-High Market Quotations Into the Real-Time Era, Powered by Hoodie Analytics

The cannabis price index that has run since High Times' #1 issue in 1974 is now an interactive tool that lets readers compare the price of an 1/8 in every state

CHICAGO, IL, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- High Times, the world's

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Wes Shepherd, CEO of Hoodie Analytics

leading voice in cannabis culture, psychedelics, advocacy and industry insight, today announced the launch of an interactive, digital evolution of the Trans-High Market Quotations (THMQ), the legendary cannabis price index the magazine has published since its very first issue in 1974. Powered by Hoodie Analytics, cannabis' first full CPG data platform, the new tool on hightimes.com lets readers explore and compare the price of an eighth of cannabis across the United States.

For more than five decades, the THMQ has told readers what cannabis actually costs across the country — a

national price guide styled after the stock quotations of the financial pages. What began as a print column now becomes a living index: shoppers can see what an eighth costs in their state, in the next state over, and everywhere in between, with a level of pricing detail that was never possible in print.

The interactive THMQ is powered by Hoodie Analytics' national dataset, which monitors 12,000 dispensaries daily at the item level, backed by more than 4,000 direct POS integrations, covering every state, every day.

“Hoodie couldn't be more excited to provide real-time data to the world's leading brand for all things cannabis culture, psychedelics, advocacy and industry insight,” said Wes Shepherd, CEO of Hoodie Analytics. “Remember when we read this in print? Now you can find the up-to-date price of an eighth of cannabis anywhere in the United States.”

“We started running the Trans-High Market Quotations in 1974, back when the only way to know what weed cost was to have readers call in prices from a market the government called criminal. It became a staple of High Times for a simple reason: people actually needed it,” said Javier

Hasse, Editor-in-Chief of High Times. "Bringing it back was one of the most requested things we heard from our audience, and now we can do it right, with our own data, our own methodology and a live index that shows what an eighth really costs in your state. This is the first step. We're building it into the most complete cannabis price index out there, adding self-reported data from readers and eventually taking it global. The spirit is exactly what it was 52 years ago. Know what your weed should cost before you buy it, so nobody rips you off at the counter."

The interactive Trans-High Market Quotations is available now at index.hightimes.com

About Hoodie Analytics

Hoodie Analytics is cannabis' first full CPG data platform, built on a simple premise: in this market, brands and retailers won't succeed without data, and the right data should make you money. Hoodie monitors 12,000 dispensaries daily at the item level, across every state, every day, backed by 4,000+ direct POS integrations, the most complete national coverage in the industry. The platform turns sales velocity, weighted distribution, and competitive dynamics into clear direction any operator can act on, no data scientist required. 16 of the top 20 cannabis brands use Hoodie to power their decision-making. Learn more at hoodieanalytics.com or follow Hoodie Analytics on LinkedIn.

About High Times

Founded in 1974, High Times is the world's leading voice in cannabis culture, psychedelics, advocacy and industry insight. Having featured icons like Hunter S. Thompson, Bob Marley, Willie Nelson, Debbie Harry and Charles Bukowski, High Times has been at the forefront of cannabis legalization, innovation and education, shaping conversations and breaking boundaries in media and live events. In 2025, the media company and its associated event assets were acquired by Josh Kesselman, the visionary behind RAW® Rolling Papers, who has assumed the role of Publisher. As a true legacy publication and counterculture icon, High Times is rooted in providing platforms for information, inspiration and community in the evolving cannabis and psychedelics landscape.

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