



RSVP PUBLICATIONS SAN DIEGO COUNTY

2026
MEDIA
KIT



TARGETING THE
MASS AFFLUENT
HOMEOWNER



THE BEST LEADS
THE BEST CUSTOMERS
THE BEST ROI

RSVP

Why Market to the Mass Affluent?



RSVP worked so well, I bought the company!

"30 years ago, I owned a small contracting business & started advertising with RSVP. It was hands down the most successful advertising format I had ever used... So successful, in fact, that I bought the RSVP San Diego office and later the RSVP Riverside offices. Today, some of the most successful & "best in class" businesses in Southern California use RSVP to capture the best customers and build their businesses. How about you, are you looking for a better way to advertise your Business?"



-Kevin Galligan, Publisher



**Torch Awards for
Marketplace Ethics**
Trust • Performance • Integrity

7-Time Winner/Finalist



RSVP Format

- High-quality, high-profile cooperative mailer
- Full-color, glossy postcards mailed to affluent homeowners
- Postcards can be customized for market and/or season
- Addressed by resident name
- Mail to the Affluent originator and leader since 1985

RSVP Mailing List

- Proprietary list formula perfected over 33 years
- List updated prior to each mailing
- Starts with home assessed value... then rigorous data enhancement
- Includes new construction and recent movers

RSVP Mailing Profile

- Circulation varies by market... from 25,000 to 350,000
- Most markets mail multiple zones, primarily 40,000 or 50,000 in size
- Choose from 80+ US markets
- Markets mail between 3 and 6 times per year

RSVP reaches the mass affluent... **these households:**

- Spend 3.2 Times More Than the Average U.S. Household
- Hold 60% of Total U.S. Earned Income, and 70% of Consumer Wealth
- Are Highly-Educated Earners with Household Incomes of \$100K+; Doctors, Executives, Business Owners, and Professionals
- Are Primarily 30-64 Years of Age (72%)
- Use Paper Coupons at Least Once a Month (71%)
- Have Multiple Vehicles
- Are Frequent Travelers
- Dine Out More Often Than the Average Household
- Are Major Supporters of the Arts and Charities
- Are Responsible for over 50% of Spending on Kitchen Appliances, Second Homes, Jewelry, Furniture, Wine, and Pet Care
- Are Heavy Users of Digital Products
- Are Homeowners Planning to Remodel, Redecorate, & Renovate their Home and Grounds



RSVP SAN DIEGO COUNTY DEMOGRAPHICS



Targeting the top
200,000
 single-family,
 owner-occupied
 homes that represent
San Diego's
 most affluent households.



RSVP delivers
 better quality
 customers. 90.8%
 of RSVP recipients
 said they are willing
 to pay more for a
 quality, product or
 service.

SAN DIEGO COUNTY DEMOGRAPHICS	
Total Population	3,347,270
Total Households	1,168,492
Total Single-Family Homes	669,113
RSVP ® Circulation	200,000
Total Readership	460,000
Percentage of Total Homes	Top 29%
Average RSVP Home Value	\$1.2M+
Average RSVP Income	\$240,000
Percent Age 35-64	72%

2026 MAILING SCHEDULE				
February 19	April 9	June 11	August 13	October 15
Early Deadline: Jan 17	Early Deadline: March 7	Early Deadline: May 9	Early Deadline: July 11	Early Deadline: Sept 12

SAN DIEGO MAIL ZONES	
North Coastal	50,000 homes
North Inland	50,000 homes
San Diego Coastal	50,000 homes
San Diego Inland	50,000 homes



RSVP SAN DIEGO COUNTY MAILING ZONES



2026 Mailing Schedule

EARLY GRAPHICS DEADLINE

IN-HOME

FEDERAL HOLIDAY

In-Home Mail Dates:

- Feb 19 (deadline 1/16)
- April 9 (deadline 3/6)
- June 11 (deadline 5/8)
- Aug 13 (deadline 7/10)
- Oct 15 (deadline 9/11)

Federal Holidays:

- New Year's Day, Jan 1
- MLK Day, Jan 19
- President's Day, Feb 16
- Easter, April 6
- Memorial Day, May 25
- Juneteenth, June 19
- Independence Day, July 4
- Labor Day, Sept 7
- Columbus Day, Oct 12
- Veteran's Day, Nov 11
- Thanksgiving, Nov 26
- Christmas Day, Dec 25



RSVP
SAN DIEGO

5580 La Jolla Blvd Ste 107
La Jolla, CA 92037
800-259-2733
www.rsvpmailers.com

JANUARY

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

SU	MO	TU	WE	TH	FR	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SEPTEMBER

SU	MO	TU	WE	TH	FR	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

SU	MO	TU	WE	TH	FR	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Did You Know? 80% of RSVP mailings are opened by women.

She's the CEO of the Household.

RSVP gets you into the homes where homeowners like to work with the "best of the best" businesses! Let us help you reach decision makers like her!



The RSVP Luxury Card Pack puts your business next to the best brands in Southern California.

The best restaurants, personal services, theater & entertainment

PAGEANT of the MASTERS
WHERE ART COMES TO LIFE

CVGNETHATRE

THE OLD GLOBE

Sirena
TEATROIA

ESPIRE
dental

FESTIVAL of ARTS
WHERE ART HAPPENS

PARISI®
SPEED SCHOOL of SAN DIEGO

PIZZA NOVA
POINT LOMA · SOLANA BEACH · SAN MARCOS

HARVEST RANCH
MARKET

The best-in-class home improvement & home service companies

WESTERN
PAVERS

Farrell's
Fireside Shop

PACIFIC SUN
POOL & SPA
AQUATECH

CertaPro Painters®
★★★★★

Since 1978
ANDERSON
PLUMBING
HEATING & AIR
Nobody wows clients like we do!®

Shuttermart™
A San Diego Tradition Since 1950

EDWARD DEAN
DESIGN AND BUILD

Artistic Arbor
Gardens, Inc.

DoorPros
Garage Door Co.

CLASSY
CLOSETS®

WESTERN OUTDOOR
DESIGN & BUILD

SunControl
PRODUCTS INC.

RUG
EXPO
SINCE 1994

BOYAR'S™
KITCHEN CABINETS