



# READER DEMOGRAPHICS

Advertising in RSVP magazine places your message before an active, affluent market of Mid-Southerners who desire the best in quality and service.

## Over 120,000 Readers

Average Household Income .....\$102,352 per year.

58.16% have HH incomes greater than .....\$75,000 per year.

Female Readers .....59.2%                      Male Readers .....40.8%

Marital Status .....62.2% married                      Home Owners .....81.3%

Education: Attended/Graduated College plus .....83.0%

Have Post graduate degree .....21.6%

88.6% ...Purchased a product or visited a store due to advertising in RSVP.

42.6%...Traveled abroad during the past year.

52.%...Eat out at least 3 times per week.

**30,000 Copies Delivered Monthly throughout  
the Affluent Shopping Areas of Greater Memphis  
From Harbor Town to Collierville.**

For Information on How to Put RSVP to Work for You Call 276-7787