

# SW RANKIN NEWS

**P.O. Box 5963  
Pearl, MS 39288  
601-706-9237**

**SWR** The *SW Rankin News* is direct mailed to every business in Florence, Pearl, and Richland.

**SWR** The *SW Rankin News* prints 10,000 copies in every monthly issue.

**SWR** There are over 200 racks around Rankin County, with a concentration in Pearl, Florence, and Richland.

**SWR** New issues are published every 2<sup>nd</sup> Tuesday of the month.

**SWR** As of 2017, Total Population of the Rankin County area is 152,080.



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