

DIGITAL NEWSLETTER

December 2020

San Antonio Express-News



mySA.com

Page Views	11,953,085
Unique Visitors	3,756,591

Express-News.com

Page Views	3,756,055
Unique Users	1,301,361

mySA.com Mobile

Mobile Site Page Views	7,778,724
Mobile Site Page Visitors	3,207,974

Express-News E-Edition

Page Views	7,822,809
Unique Visitors	42,478

mySA.com Popular Sections

Rank	Section	Page Views
1	News	3,606,662
2	Local	3,052,436
3	Entertainment	1,701,129
4	Lifestyle	1,141,082
5	Food	803,351

Express-News Jobs - Facebook

Followers	Post Engagements	Post Reach
46,422	4,305	43,386

mySA - Facebook

Followers	Post Engagements	Post Reach
457,408	1,794,961	3,891,968

SA Inc. - Facebook

Followers	Post Engagements	Post Reach
320	184	6,043

mySA Homes & Communities - Facebook

Followers	Post Engagements	Post Reach
741	12	85

mySA Contest & Promotions - Facebook

Followers	Post Engagements	Post Reach
13,397	18	1,254

Source: Google Analytics/Facebook Analytics



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