

DIGITAL NEWSLETTER

October 2020

San Antonio Express-News



mySA.com

Page Views	10,720,145
Unique Visitors	2,740,494

Express-News.com

Page Views	4,112,937
Unique Users	1,614,839

mySA.com Mobile

Mobile Site Page Views	6,460,580
Mobile Site Page Visitors	2,142,637

Express-News E-Edition

Page Views	8,336,062
Unique Users	41,940

mySA.com Popular Sections

Rank	Section	Page Views
1	News	3,078,405
2	Local	2,523,662
3	Food	1,147,797
4	Lifestyle	1,146,427
5	Entertainment	795,245

Express-News Jobs - Facebook

Followers	Post Engagements	Post Reach
46,505	43,402	172,003

mySA - Facebook

Followers	Post Engagements	Post Reach
457,548	1,498,482	3,933,283

SA Inc. - Facebook

Followers	Post Engagements	Post Reach
315	478	6,205

mySA Homes & Communities - Facebook

Followers	Post Engagements	Post Reach
738	16,747	56,328

mySA Contest & Promotions - Facebook

Followers	Post Engagements	Post Reach
13,443	6,149	65,247

Source: Google Analytics/Facebook Analytics



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