

DIGITAL NEWSLETTER

April 2021

San Antonio Express-News



mySA.com

Page Views	10,437,541
Unique Visitors	2,921,870

Express-News.com

Page Views	3,868,683
Unique Users	1,419,138

mySA.com Mobile

Page Views	6,358,823
Unique Visitors	2,319,171

Express-News E-Edition

Page Views	5,508,268
Unique Users	32,016

mySA.com Popular Sections

Rank	Section	Page Views
1	News	3,219,873
2	Local	2,680,124
3	Lifestyle	1,144,585
4	Entertainment	1,065,377
5	Food	865,925

Express-News Jobs - Facebook

Followers	Post Engagements	Post Reach
46,063	45,984	270,582

mySA - Facebook

Followers	Post Engagements	Post Reach
448,012	1,722,347	2,045,533

SA Inc. - Facebook

Followers	Post Engagements	Post Reach
323	203	5,342

mySA Homes & Communities - Facebook

Followers	Post Engagements	Post Reach
734	253	2,144

mySA Contest & Promotions - Facebook

Followers	Post Engagements	Post Reach
13,291	8,963	89,852

Source: Google Analytics/Facebook Analytics



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