

DIGITAL NEWSLETTER

December 2021

San Antonio Express-News



mySA.com	
Page Views	7,757,039
Unique Visitors	2,509,530

Express-News.com	
Page Views	6,312,984
Unique Visitors	1,520,833

mySA.com Mobile	
Page Views	4,600,985
Unique Visitors	1,970,648

Express-News E-Edition	
Page Views	7,339,845
Unique Visitors	34,900

mySA.com Popular Sections		
Rank	Section	Page Views
1	News	2,611,894
2	Local	2,216,031
3	Food	784,569
4	Sports	456,486
5	Entertainment	456,445

Express-News Jobs - Facebook		
Followers	Post Engagements	Post Reach
45,977	11,986	240,305

mySA - Facebook		
Followers	Post Engagements	Post Reach
444,186	1,573,468	2,662,569

mySA Contest & Promotions - Facebook		
Followers	Post Engagements	Post Reach
13,539	7,244	76,649

Source: Google Analytics/Facebook Analytics



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