

DIGITAL NEWSLETTER

October 2021

San Antonio Express-News



mySA.com

Page Views	8,140,359
Unique Visitors	2,645,790

Express-News.com

Page Views	4,524,000
Unique Users	1,547,358

mySA.com Mobile

Mobile Site Page Views	4,918,639
Mobile Site Page Visitors	2,030,633

Express-News E-Edition

Page Views	7,841,419
Unique Visitors	36,792

mySA.com Popular Sections

Rank	Section	Page Views
1	News	2,350,270
2	Local	1,998,641
3	Entertainment	783,577
4	Food	622,707
5	Lifestyle	618,298

Express-News Jobs - Facebook

Followers	Post Engagements	Post Reach
46,532	23,061	529,237

mySA - Facebook

Followers	Post Engagements	Post Reach
459,226	1,333,349	3,046,989

SA Inc. - Facebook

Followers	Post Engagements	Post Reach
329	29	5,306

mySA Homes & Communities - Facebook

Followers	Post Engagements	Post Reach
737	56	486

mySA Contest & Promotions - Facebook

Followers	Post Engagements	Post Reach
13,603	27,969	207,272

Source: Google Analytics/Facebook Analytics



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