

DIGITAL NEWSLETTER

August 2021

San Antonio Express-News



mySA.com

Page Views	9,796,191
Unique Visitors	3,026,227

Express-News.com

Page Views	5,103,871
Unique Users	1,736,012

mySA.com Mobile

Page Views	5,929,064
Unique Visitors	2,316,000

Express-News E-Edition

Page Views	7,489,829
Unique Users	38,067

mySA.com Popular Sections

Rank	Section	Page Views
1	News	3,007,044
2	Local	2,378,061
3	Entertainment	1,007,712
4	Lifestyle	887,719
5	Business	765,850

Express-News Jobs - Facebook

Followers	Post Engagements	Post Reach
46,530	38,483	308,998

mySA - Facebook

Followers	Post Engagements	Post Reach
457,642	2,269,589	6,881,064

SA Inc. - Facebook

Followers	Post Engagements	Post Reach
328	881	23,509

mySA Homes & Communities - Facebook

Followers	Post Engagements	Post Reach
736	4	80

mySA Contest & Promotions - Facebook

Followers	Post Engagements	Post Reach
13,381	11,730	116,437

Source: Google Analytics/Facebook Analytics



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