

DIGITAL NEWSLETTER

January 2021

San Antonio Express-News



mySA.com	
Page Views	13,112,558
Unique Visitors	4,254,916

Express-News.com	
Page Views	4,881,473
Unique Users	1,765,331

mySA.com Mobile	
Page Views	8,420,708
Unique Visitors	3,541,591

Express-News E-Edition	
Page Views	8,353,349
Unique Users	44,627

mySA.com Popular Sections		
Rank	Section	Page Views
1	News	4,579,139
2	Local	3,917,856
3	Lifestyle	1,699,915
4	Food	808,811
5	Entertainment	702,250

Express-News Jobs - Facebook		
Followers	Post Engagements	Post Reach
46,437	40,275	229,532

mySA - Facebook		
Followers	Post Engagements	Post Reach
457,006	1,950,321	4,616,690

SA Inc. - Facebook		
Followers	Post Engagements	Post Reach
319	10	126

mySA Homes & Communities - Facebook		
Followers	Post Engagements	Post Reach
740	12	91

mySA Contest & Promotions - Facebook		
Followers	Post Engagements	Post Reach
13,392	7,264	75,624

Source: Google Analytics/Facebook Analytics



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