

DIGITAL NEWSLETTER

April 2022

San Antonio Express-News



mySA.com	
Page Views	7,687,878
Unique Visitors	2,713,697

Express-News.com	
Page Views	5,286,713
Unique Visitors	1,710,905

mySA.com Mobile	
Page Views	5,110,645
Unique Visitors	2,260,963

Express-News E-Edition	
Page Views	6,782,107
Unique Visitors	30,539

mySA.com Popular Sections		
Rank	Section	Page Views
1	News	2,862,370
2	Local	2,349,863
3	Food	649,036
4	Entertainment	615,303
5	Lifestyle	423,431

Express-News Jobs - Facebook		
Followers	Post Engagements	Post Reach
46,039	11,744	448,417

mySA - Facebook		
Followers	Post Engagements	Post Reach
457,198	2,075,341	3,515,109

mySA Contest & Promotions - Facebook		
Followers	Post Engagements	Post Reach
13,547	1,244	21,882

Source: Google Analytics/Facebook Analytics



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