

DIGITAL NEWSLETTER

August 2022

San Antonio Express-News



mySA.com	
Page Views	8,970,136
Unique Visitors	2,732,374

Express-News.com	
Page Views	4,909,613
Unique Visitors	1,409,942

mySA.com Mobile	
Page Views	6,073,942
Unique Visitors	2,214,903

Express-News E-Edition	
Page Views	7,217,045
Unique Visitors	31,438

mySA.com Popular Sections		
Rank	Section	Page Views
1	News	2,598,739
2	Local	2,081,405
3	Entertainment	1,080,289
4	Lifestyle	976,361
5	Food	921,913

Express-News Jobs - Facebook		
Followers	Post Engagements	Post Reach
46,308	22,843	288,230

mySA - Facebook		
Followers	Post Engagements	Post Reach
461,713	1,984,158	3,556,535

mySA Contest & Promotions - Facebook		
Followers	Post Engagements	Post Reach
13,734	15,028	133,118

Source: Google Analytics/Facebook Analytics



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