

DIGITAL NEWSLETTER

February 2022

San Antonio Express-News



| mySA.com | |
|-----------------|-----------|
| Page Views | 7,521,769 |
| Unique Visitors | 2,508,865 |

| Express-News.com | |
|------------------|-----------|
| Page Views | 4,671,586 |
| Unique Visitors | 1,634,758 |

| mySA.com Mobile | |
|-----------------|-----------|
| Page Views | 4,661,248 |
| Unique Visitors | 2,031,380 |

| Express-News E-Edition | |
|------------------------|-----------|
| Page Views | 7,069,712 |
| Unique Visitors | 33,415 |

| mySA.com Popular Sections | | |
|---------------------------|---------------|------------|
| Rank | Section | Page Views |
| 1 | News | 2,805,822 |
| 2 | Local | 2,296,664 |
| 3 | Entertainment | 649,261 |
| 4 | Food | 587,586 |
| 5 | Sports | 452,465 |

| Express-News Jobs - Facebook | | |
|------------------------------|------------------|------------|
| Followers | Post Engagements | Post Reach |
| 46,064 | 32,297 | 447,136 |

| mySA - Facebook | | |
|-----------------|------------------|------------|
| Followers | Post Engagements | Post Reach |
| 454,191 | 1,548,173 | 3,115,697 |

| mySA Contest & Promotions - Facebook | | |
|--------------------------------------|------------------|------------|
| Followers | Post Engagements | Post Reach |
| 13,553 | 5,573 | 66,403 |

Source: Google Analytics/Facebook Analytics



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