

DIGITAL NEWSLETTER

January 2022

San Antonio Express-News



mySA.com	
Page Views	9,066,146
Unique Visitors	2,899,076

Express-News.com	
Page Views	5,554,794
Unique Visitors	1,613,473

mySA.com Mobile	
Page Views	5,634,456
Unique Visitors	2,298,615

Express-News E-Edition	
Page Views	7,844,203
Unique Visitors	35,890

mySA.com Popular Sections		
Rank	Section	Page Views
1	News	3,746,991
2	Local	3,176,166
3	Sports	656,498
4	Food	635,658
5	Entertainment	547,171

Express-News Jobs - Facebook		
Followers	Post Engagements	Post Reach
45,994	13,116	307,396

mySA - Facebook		
Followers	Post Engagements	Post Reach
445,356	2,020,917	3,952,951

mySA Contest & Promotions - Facebook		
Followers	Post Engagements	Post Reach
13,531	1,959	44,154

Source: Google Analytics/Facebook Analytics



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