

DIGITAL NEWSLETTER

April 2023

San Antonio Express-News



| mySA.com | |
|-----------------|-----------|
| Page Views | 7,627,250 |
| Unique Visitors | 3,512,916 |

| Express-News.com | |
|------------------|-----------|
| Page Views | 4,397,443 |
| Unique Visitors | 1,579,118 |

| mySA.com Mobile | |
|-----------------|-----------|
| Page Views | 5,695,941 |
| Unique Visitors | 2,945,215 |

| Express-News E-Edition | |
|------------------------|-----------|
| Page Views | 4,977,778 |
| Unique Visitors | 25,381 |

| mySA.com Popular Sections | | |
|---------------------------|---------------|------------|
| Rank | Section | Page Views |
| 1 | News | 2,534,784 |
| 2 | Local | 2,144,300 |
| 3 | Lifestyle | 1,189,425 |
| 4 | Entertainment | 971,766 |
| 5 | Food | 724,637 |

| Express-News Jobs - Facebook | | |
|------------------------------|------------------|------------|
| Followers | Post Engagements | Post Reach |
| 46,529 | 18,420 | 214,743 |

| mySA - Facebook | | |
|-----------------|------------------|------------|
| Followers | Post Engagements | Post Reach |
| 473,551 | 1,946,599 | 5,471,665 |

| mySA Contest & Promotions - Facebook | | |
|--------------------------------------|------------------|------------|
| Followers | Post Engagements | Post Reach |
| 13,815 | 4,341 | 65,859 |

Source: Google Analytics/Facebook Analytics



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