

2023 eCPM Predictions

Mediavine looked at historical data to make a visual guide to eCPM for the year ahead. Use this guide as a planning tool, but know that the data presented here is only an estimate because eCPM varies widely by many factors including country of origin and niche.

FIRST MONTH OF EACH QUARTER

The first day of every quarter often sees a big dip while advertisers plan their spending.

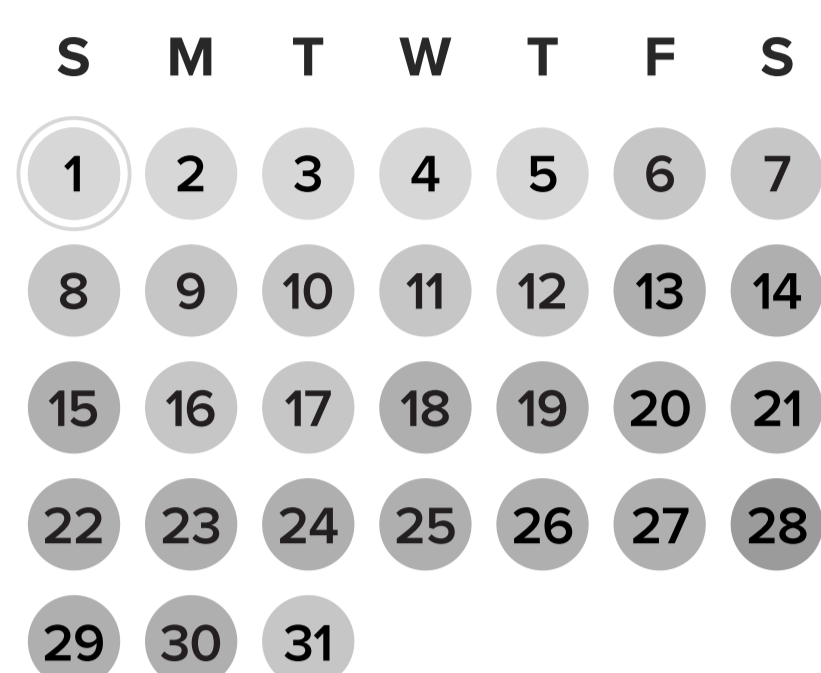
MIDDLE MONTH

Though eCPMs will invariably drop on the first day of each month, they will climb during this second month.

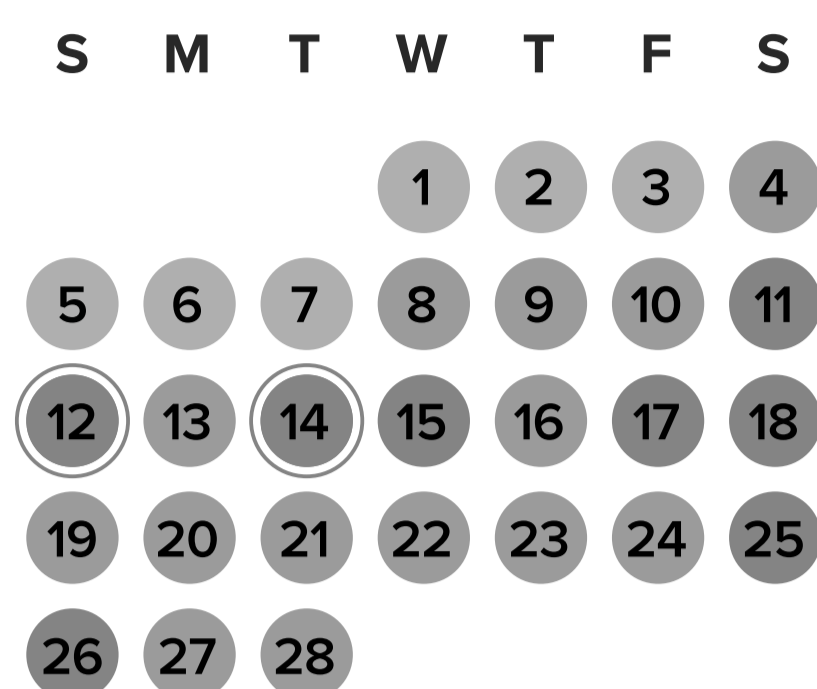
FINAL MONTH

As the quarter ends, eCPMs climb higher as advertisers rush to spend their budgets.

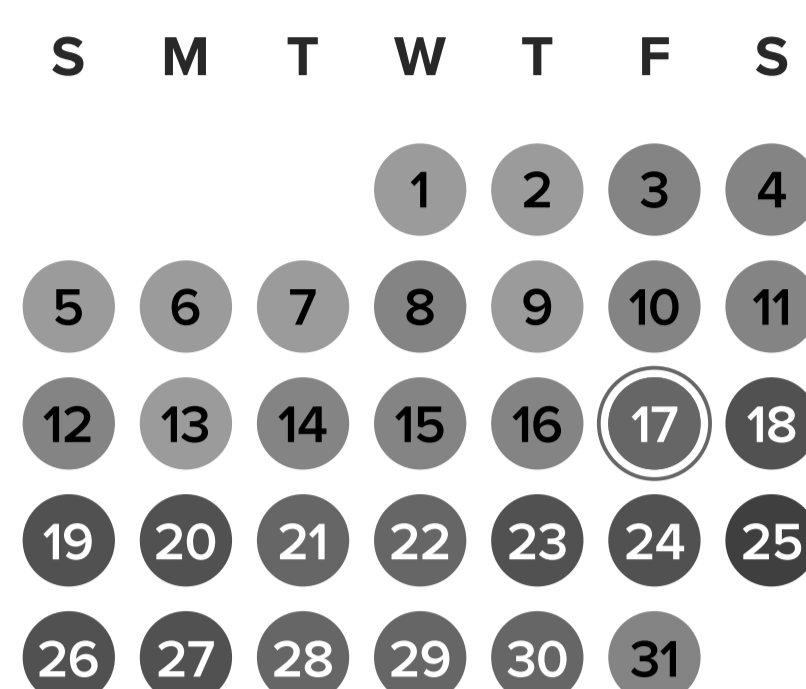
JANUARY 2023



FEBRUARY 2023

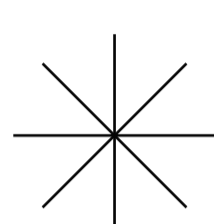


MARCH 2023



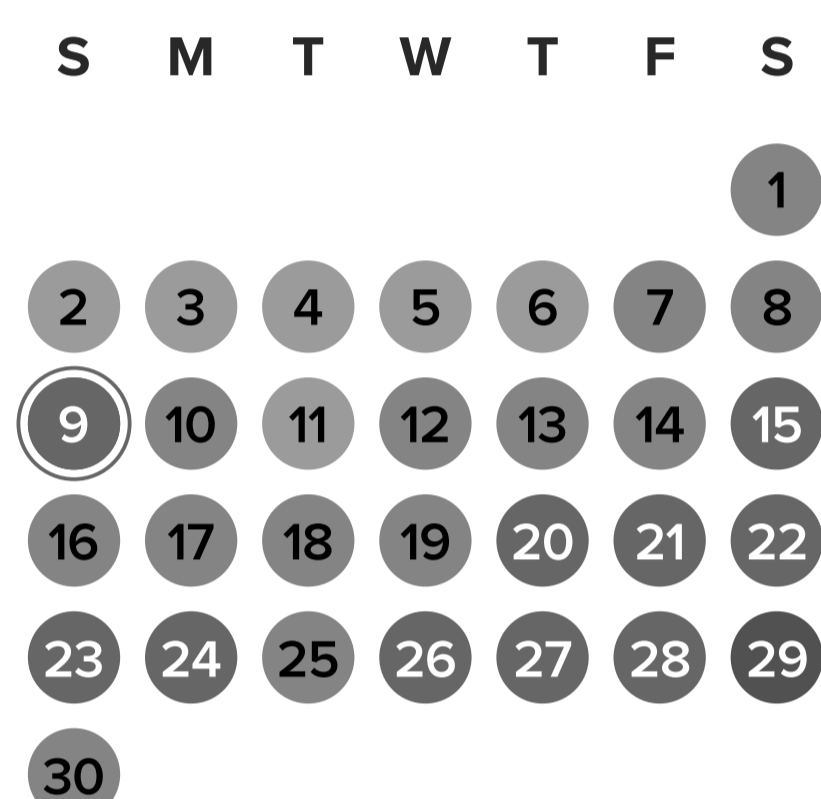
HOLIDAYS & EVENTS IN Q1

Jan. 1 New Year's Day
Feb. 12 Super Bowl
Feb. 14 Valentine's Day
Mar. 17 St. Patrick's Day



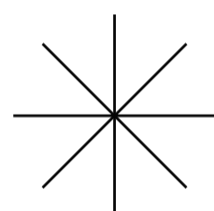
Starting after the holidays, Q1 always sees a big dip in earnings on New Year's Day. As the quarter progresses, advertisers' spend increases as they assess their budgets. Q1 is typically the lowest earning quarter.

APRIL 2023

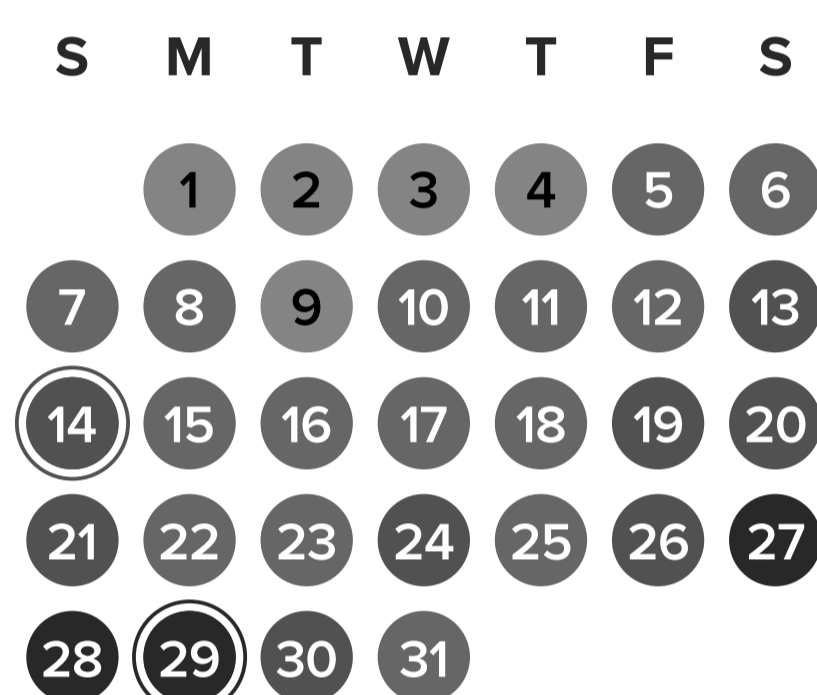


HOLIDAYS & EVENTS IN Q2

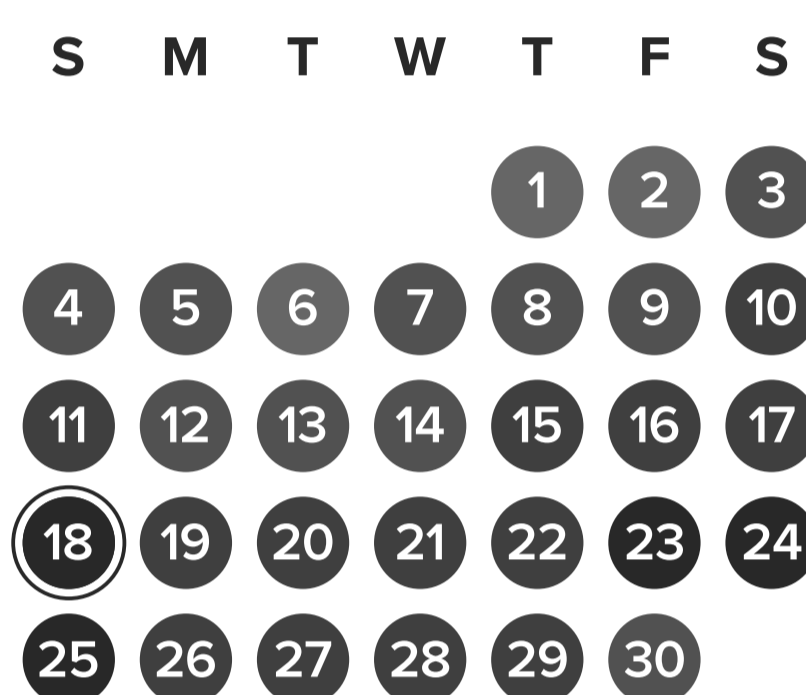
April 9 Easter
May 14 Mother's Day
May 29 Memorial Day
June 18 Father's Day



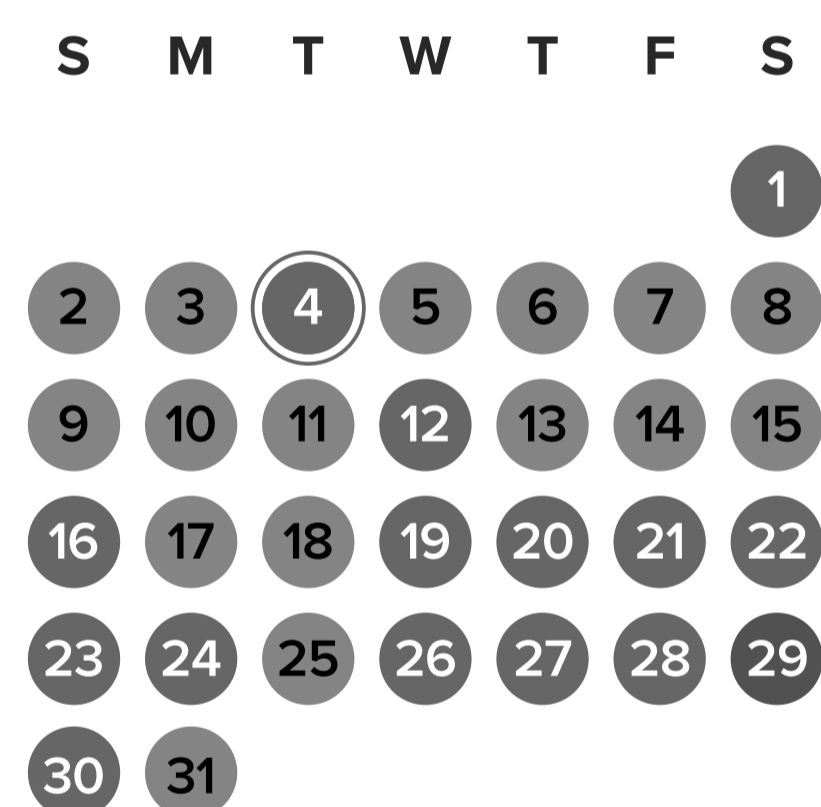
MAY 2023



JUNE 2023

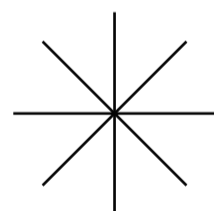


JULY 2023

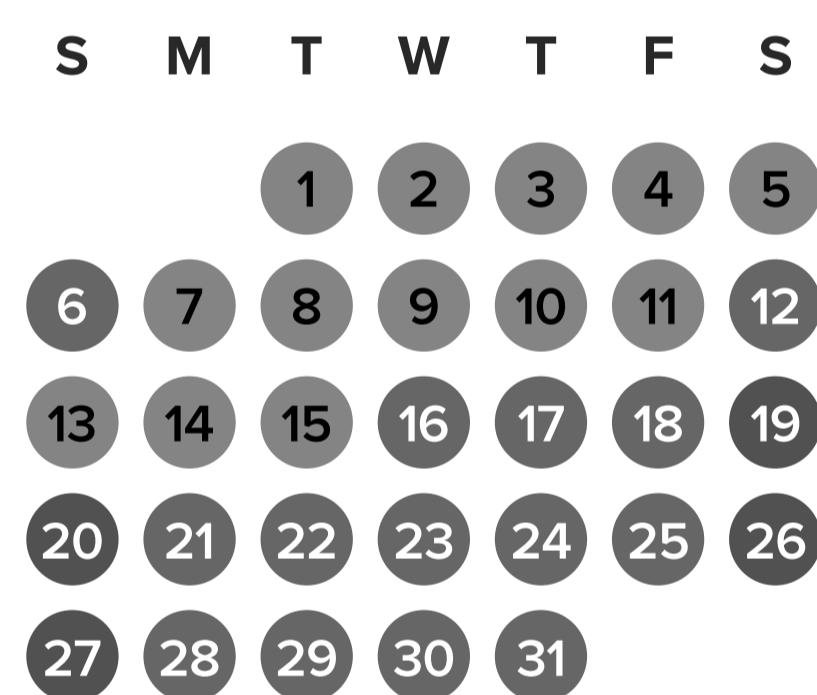


HOLIDAYS & EVENTS IN Q3

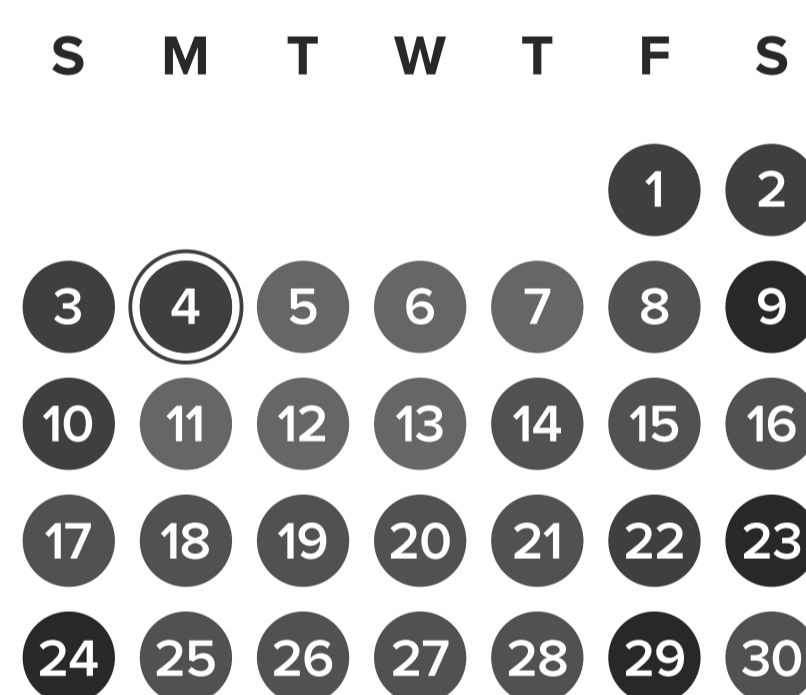
July 4 U.S. Independence Day
Sept. 4 Labor Day



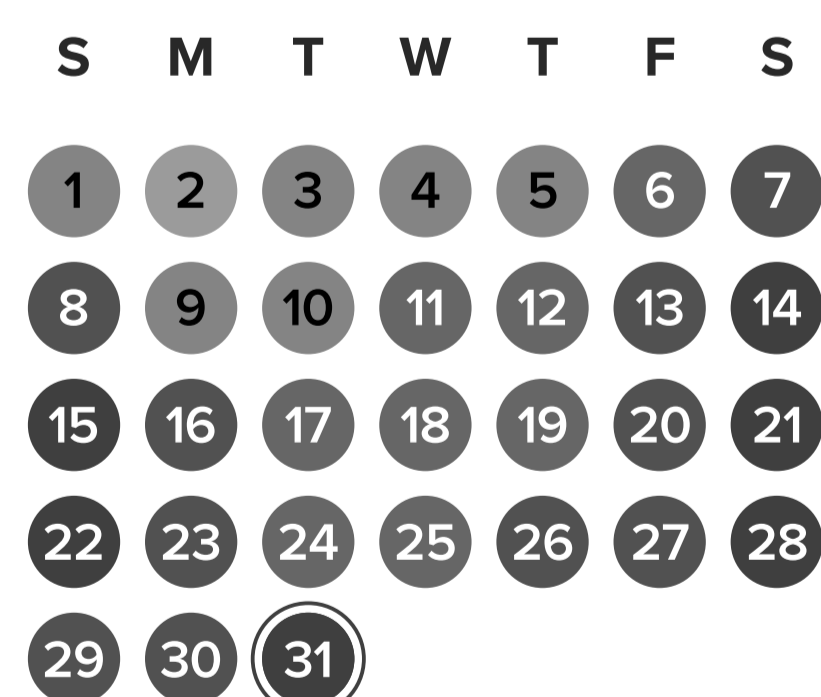
AUGUST 2023



SEPTEMBER 2023

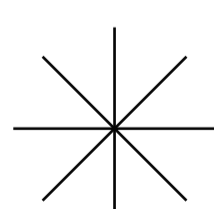


OCTOBER 2023



HOLIDAYS & EVENTS IN Q4

Oct. 31 Halloween
Nov. 23 Thanksgiving
Nov. 24 Black Friday
Nov. 27 Cyber Monday
Dec. 25 Christmas Day
Dec. 31 New Year's Eve



Ka-ching! Q4 is the top quarter for many publishers because advertising spend is high as advertisers rush to spend the rest of their budgets before the end of the year. Spend is highest between Black Friday and Christmas Day and drops off as the year comes to a close.

HOW TO PREPARE FOR EACH QUARTER

- 1 Look at top posts from previous quarters.
- 2 Optimize that content for ads and SEO.
- 3 Re-share it and make new content.



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