

# 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.

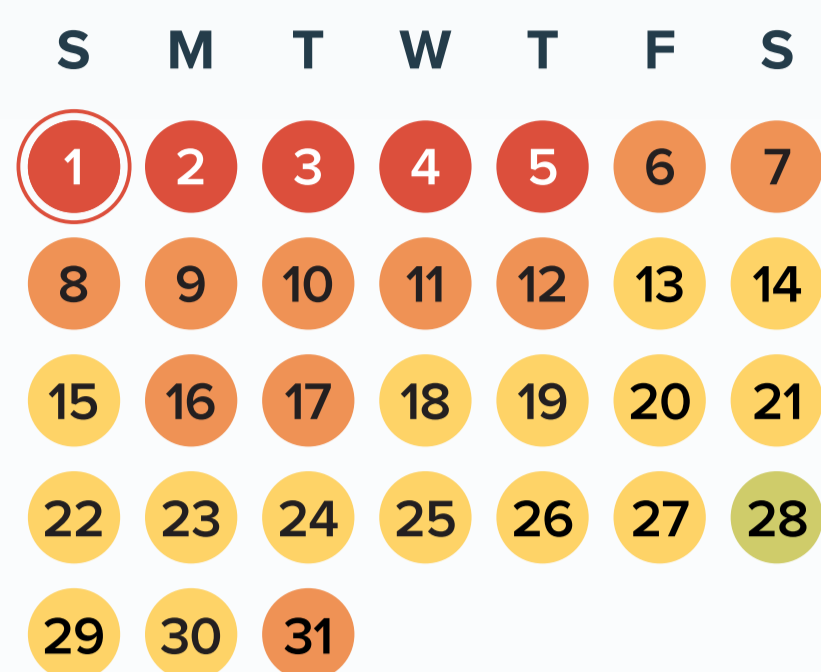
## MIDDLE MONTH

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

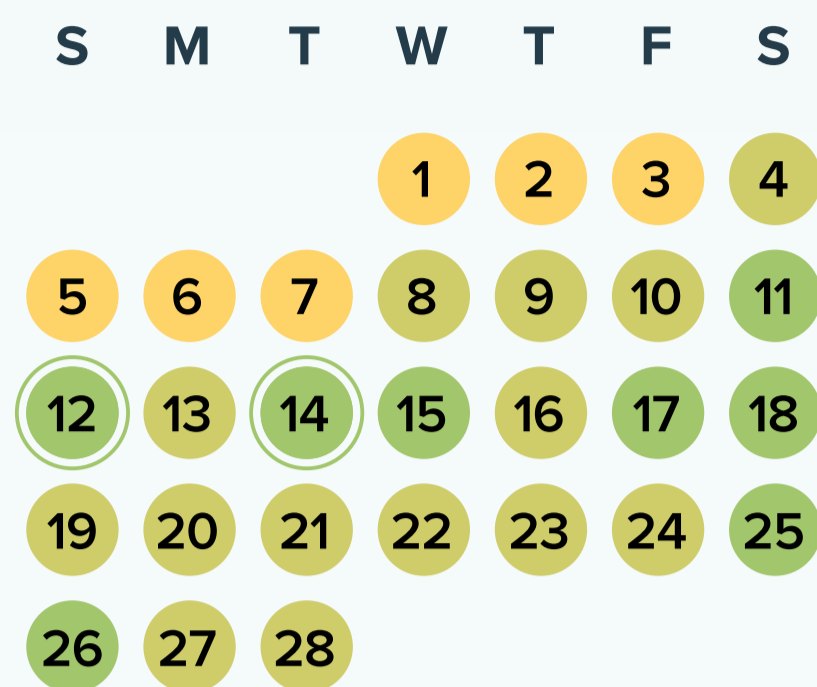
## FINAL MONTH

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

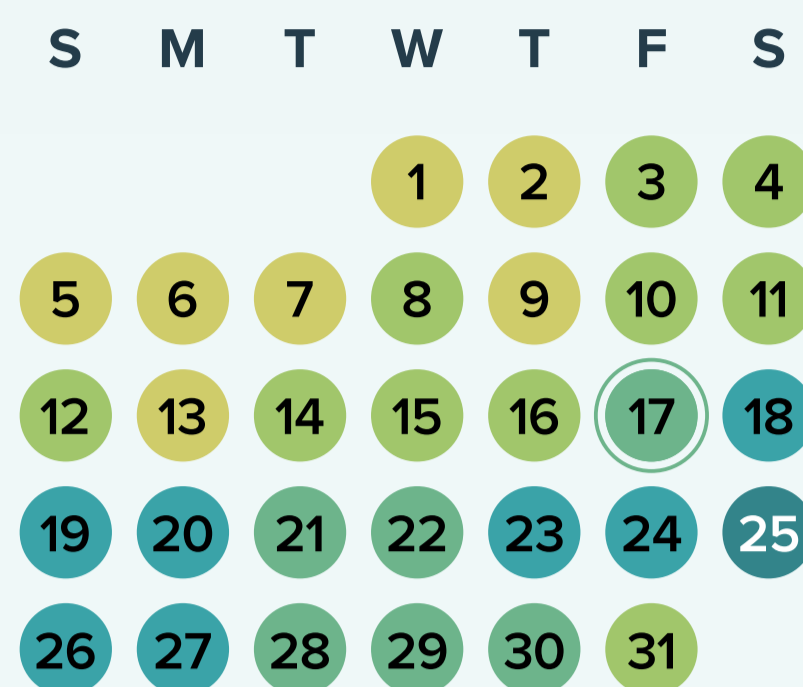
### JANUARY 2023



### FEBRUARY 2023

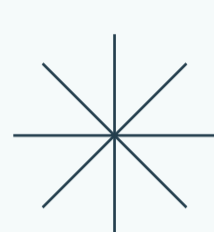


### MARCH 2023



#### 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

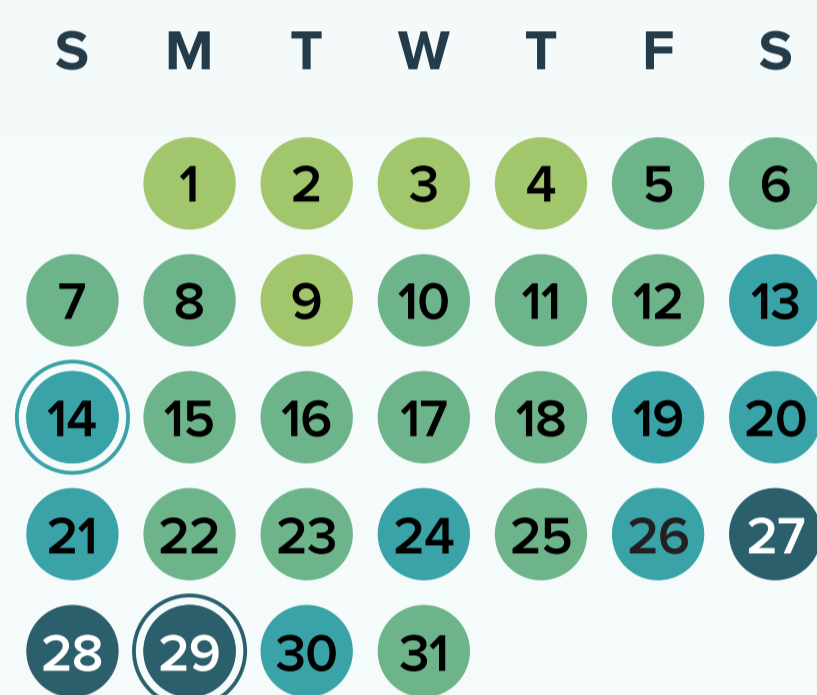


Starting after the holidays, Q1 always sees a big dip in earnings on New Year's Day. As the quarter progresses, advertisers' spend increases as they assess their budgets. Q1 is typically the lowest earning quarter.

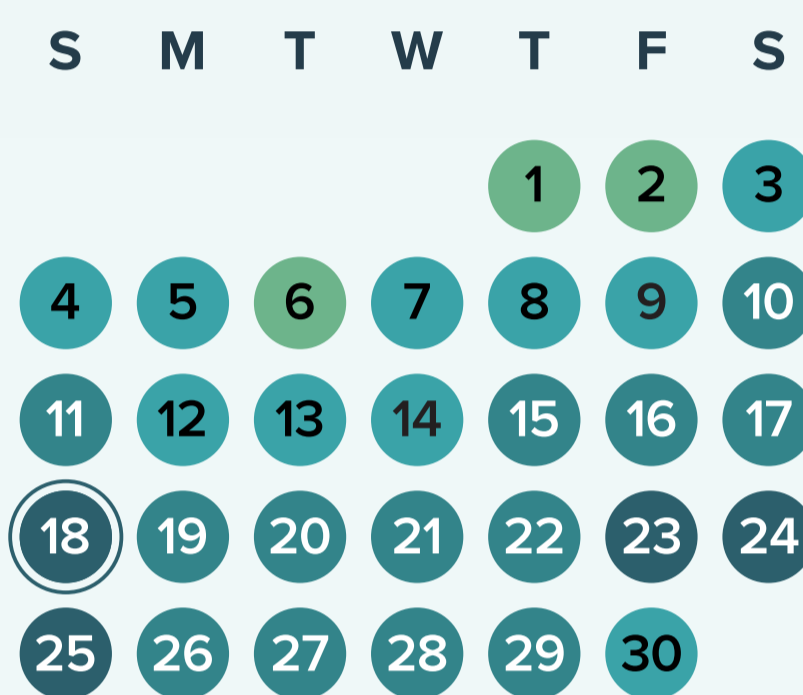
### APRIL 2023



### MAY 2023

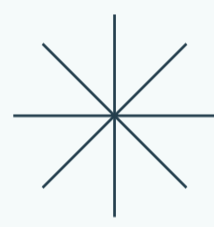


### JUNE 2023



#### HOLIDAYS & EVENTS IN Q2

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

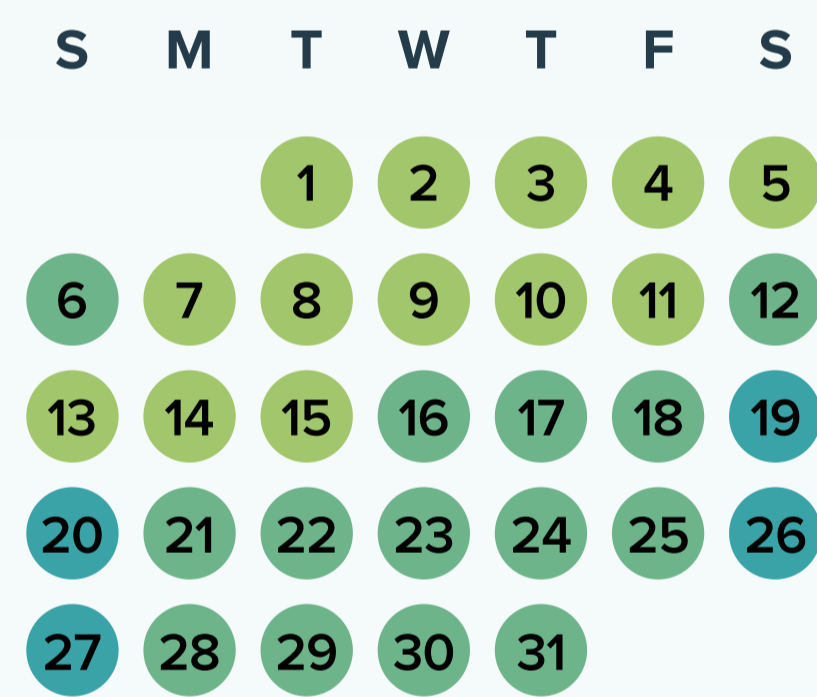


The second quarter sees advertising spend increase around holidays and things like graduation season. Typically Q2 is a bit better than Q1.

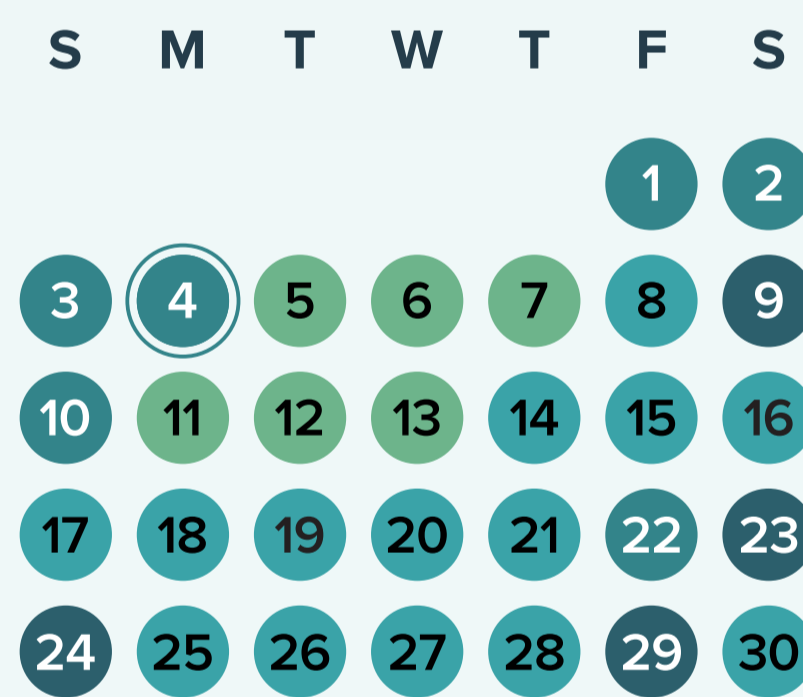
### JULY 2023



### AUGUST 2023

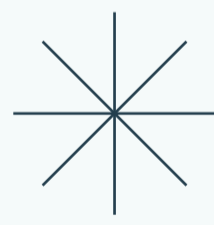


### SEPTEMBER 2023



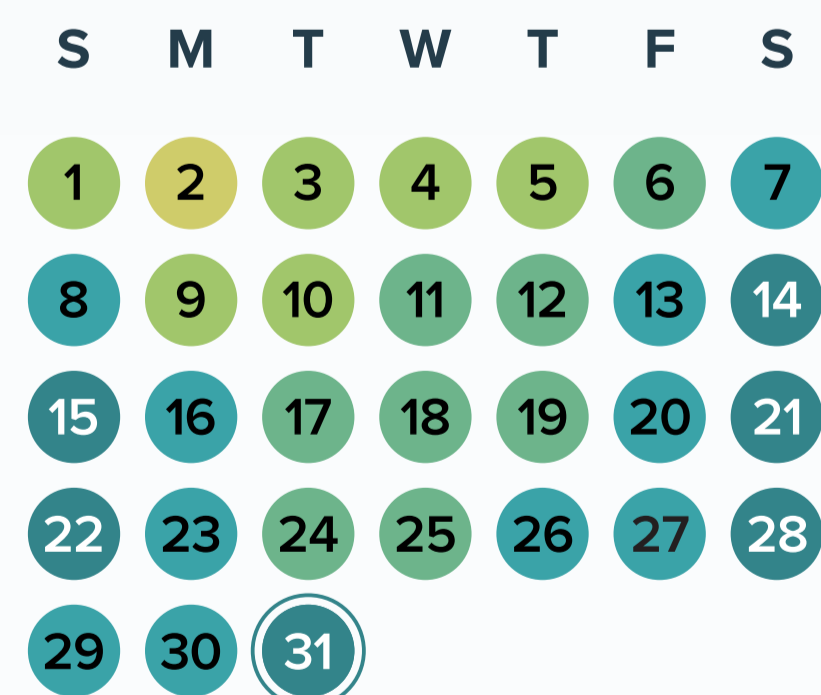
#### HOLIDAYS & EVENTS IN Q3

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

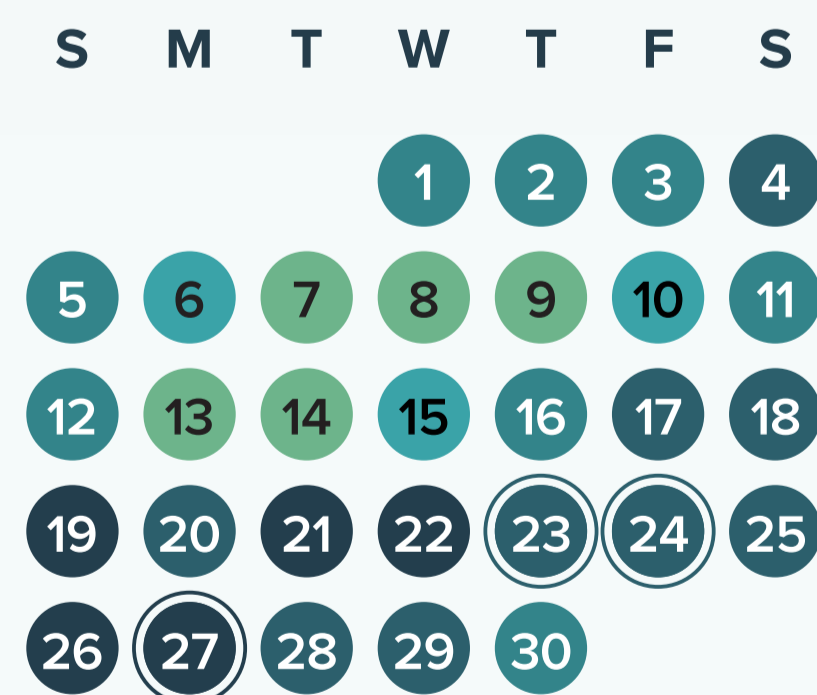


We call Q3 the "summer slump," because it's typical to see advertising spend drop off at the beginning of July, but it tends to ramp up throughout the quarter.

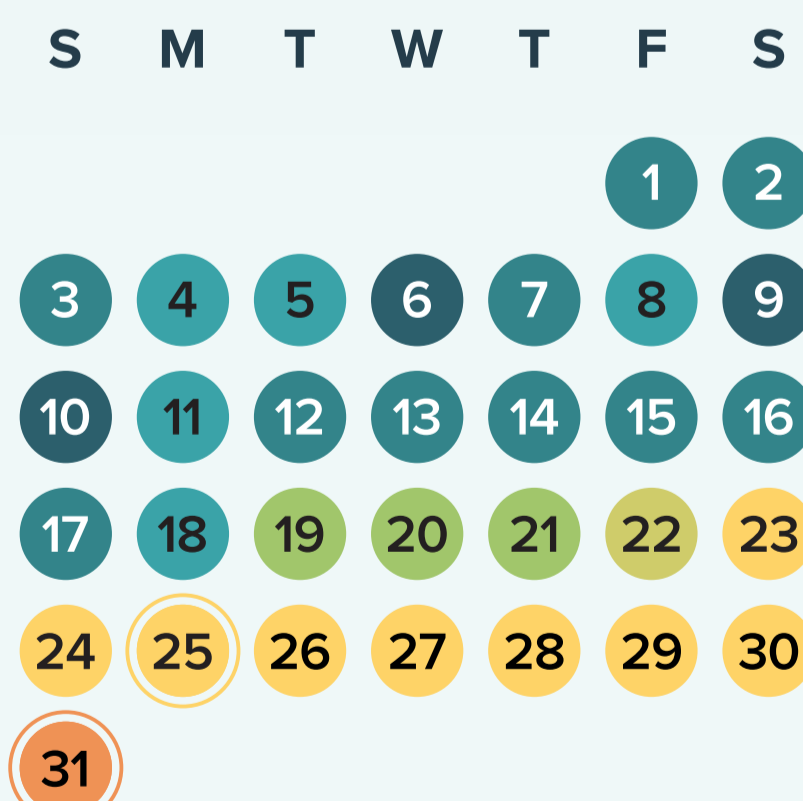
### OCTOBER 2023



### NOVEMBER 2023

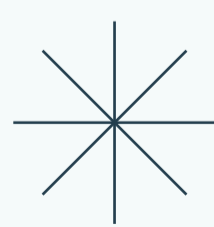


### DECEMBER 2023



#### 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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Q1

Q2

Q3

Q4