

# 2024 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 2024



## FEBRUARY 2024



## MARCH 2024



### HOLIDAYS & EVENTS IN Q1

- Jan. 1 New Year's Day
- Feb. 11 Super Bowl
- Feb. 14 Valentine's Day
- Mar. 17 St. Patrick's Day
- Mar. 31 Easter



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 2024

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 |    |    |    |    |

## MAY 2024

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

## JUNE 2024

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 |    |    |    |    |    |    |

### HOLIDAYS & EVENTS IN Q2

May 12 Mother's Day  
 May 27 Memorial Day  
 June 16 Father's Day  
 June 19 Juneteenth



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

## JULY 2024

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

## AUGUST 2024

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## SEPTEMBER 2024

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |    |    |    |

### HOLIDAYS & EVENTS IN Q3

July 4 U.S. Independence Day  
 Sept. 2 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.

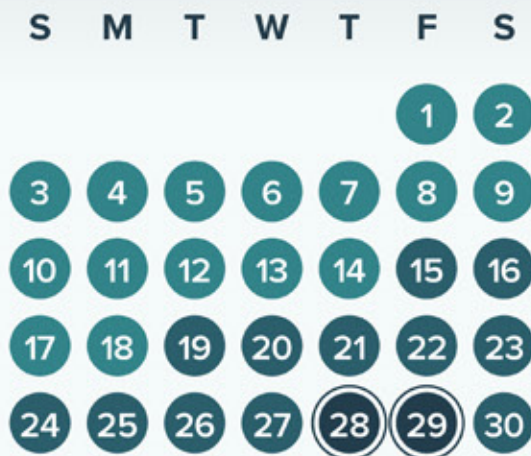
Q2

Q3

## OCTOBER 2024



## NOVEMBER 2024



## DECEMBER 2024



Q4

### HOLIDAYS & EVENTS IN Q4

- Oct. 31 Halloween
- Nov. 28 Thanksgiving
- Nov. 29 Black Friday
- Dec. 2 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.

### KEY



Low eCPM

High eCPM

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