2021 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.

<table>
<thead>
<tr>
<th>Month</th>
<th>First Month of Each Quarter</th>
<th>Middle Month</th>
<th>Final Month</th>
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</thead>
<tbody>
<tr>
<td>JANUARY 2021</td>
<td>The first day of every quarter often sees a big dip while advertisers plan their spending.</td>
<td>Though eCPMs will invariably drop on the first day of each month, they will climb during this second month.</td>
<td>As the quarter ends, eCPMs climb higher as advertisers rush to spend their budgets.</td>
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<td>FEBRUARY 2021</td>
<td></td>
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<tr>
<td>MARCH 2021</td>
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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.

**HOLIDAYS & EVENTS IN Q1**
- Jan. 1: New Year’s Day
- Feb. 7: Super Bowl
- Feb. 14: Valentine’s Day
- Mar. 17: St. Patrick’s Day
HOLIDAYS & EVENTS IN Q2
April 4  Easter
May 9  Mother’s Day
May 31  Memorial Day
June 13  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.

HOLIDAYS & EVENTS IN Q3
July 4  Independence Day
Sept. 6  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.
**HOLIDAYS & EVENTS IN Q4**

- Oct. 31: Halloween
- Nov. 25: Thanksgiving
- Nov. 26: Black Friday
- Nov. 29: Cyber Monday
- Dec. 25: Christmas Day

**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**

- Holiday or Event
- Low eCPM
- High eCPM

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