# 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.

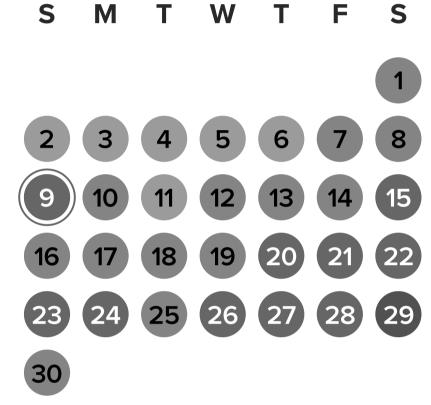
#### **JANUARY 2023**

S	M	Т	W	Т	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				

#### **HOLIDAYS & EVENTS IN Q1**

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

#### **APRIL 2023**



#### **HOLIDAYS & EVENTS IN Q2**

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

## **JULY 2023**



## **HOLIDAYS & EVENTS IN Q3**

**Q3** 

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

## **OCTOBER 2023**

S	M	Т	W	Т	F	S
1	2	3	4	5	6	7
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22	23	24	25	26	27	28
29	30	31	)			

## **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

#### MIDDLE MONTH

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

#### **FEBRUARY 2023**

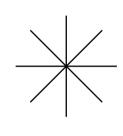
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#### **FINAL MONTH**

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

#### **MARCH 2023**

S		M	Т	W	Т	F	S
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12	2	13	14	15	16	17	18
19		20	21	22	23	24	25
26	6	27	28	29	30	31	



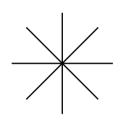
Starting after the holidays, Q1 always sees a big dip in earnings on New Year's Day. As the quarter progresses, advertisers' spend increases as they assess their budgets. Q1 is typically the lowest earning quarter.

#### **MAY 2023**

M	Т	W	Т	F	S
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15	16	17	18	19	20
22	23	24	25	26	27
29	30	31			
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#### **JUNE 2023**

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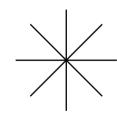
The second quarter sees advertising spend increase around holidays and things like graduation season. Typically Q2 is a bit better than Q1.

## **AUGUST 2023**

S	M	Т	W	Т	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 2023

26



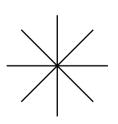
We call Q3 the "summer slump," because it's typical to see advertising spend drop off at the beginning of July, but it tends to ramp up throughout the quarter.

## **NOVEMBER 2023**

S	M	Т	W	Т	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	<b>27</b>	28	29	30		

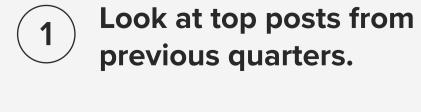
## **DECEMBER 2023**

26

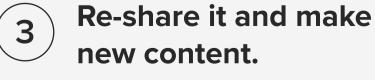


Ka-ching! Q4 is the top quarter for many publishers because advertising spend is high as advertisers rush to spend the rest of their budgets before the end of the year. Spend is highest between Black Friday and Christmas Day and drops off as the year comes to a close.

## HOW TO PREPARE FOR EACH QUARTER



**Optimize that content** for ads and SEO.







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