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**

**FEBRUARY 2023**
Through eCPMs will invariably drop on the first day of each month, they will climb during the second month.

**MARCH 2023**

**APRIL 2023**

**MAY 2023**
The second quarter sees advertising spend increase around holidays and things like graduation season. Typically Q2 is a bit better than Q1.

**JUNE 2023**

**JULY 2023**

**AUGUST 2023**

**SEPTEMBER 2023**
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**
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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