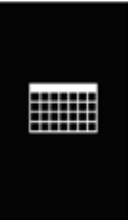


# 2025 eCPM Predictions

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

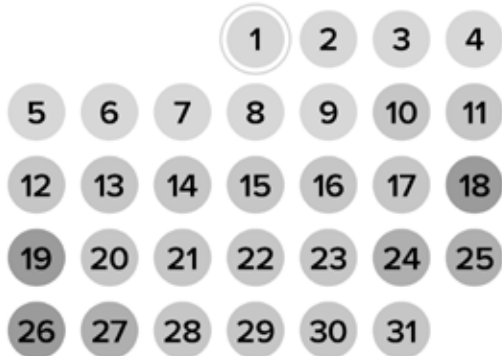
Though eCPMs will invariably drop on the first day of each month, they will climb during this second month.

## FINAL MONTH

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

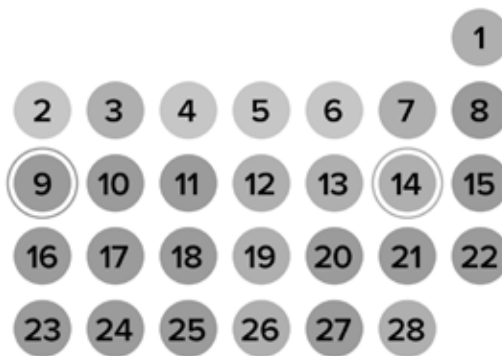
### JANUARY 2025

S M T W T F S



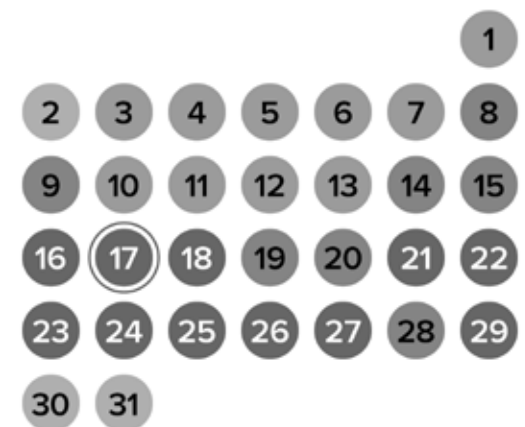
### FEBRUARY 2025

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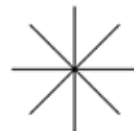
### MARCH 2025

S M T W T F S



#### HOLIDAYS & EVENTS IN Q1

- Jan. 1 New Year's Day
- Feb. 9 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.

Q1

**Q2**

### APRIL 2025

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

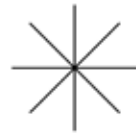
- Apr. 20 Easter
- May 11 Mother's Day
- May 26 Memorial Day
- June 15 Father's Day
- June 19 Juneteenth

### MAY 2025

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 2025

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					



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

**Q3**

### JULY 2025

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		

#### HOLIDAYS & EVENTS IN Q3

- July 4 U.S. Independence Day
- Sept. 1 Labor Day

### AUGUST 2025

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 2025

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				

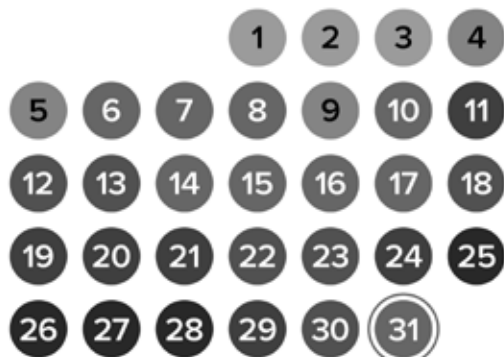


We call Q3 the "summer slump," because it's typical to see advertising spend drop off at the beginning of July, but it tends to ramp up throughout the quarter.

# Q4

## OCTOBER 2025

S M T W T F S

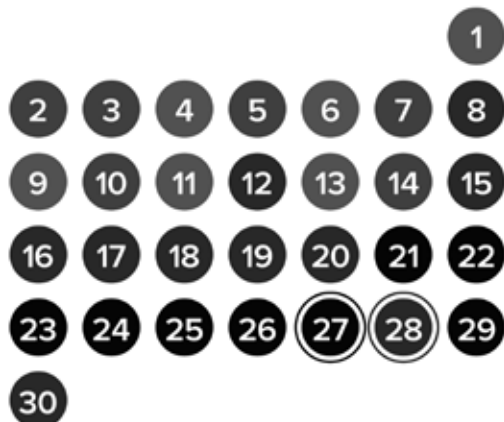


### HOLIDAYS & EVENTS IN Q4

- Oct. 31 Halloween
- Nov. 27 Thanksgiving
- Nov. 28 Black Friday
- Dec. 1 Cyber Monday
- Dec. 25 Christmas Day
- Dec. 31 New Year's Eve

## NOVEMBER 2025

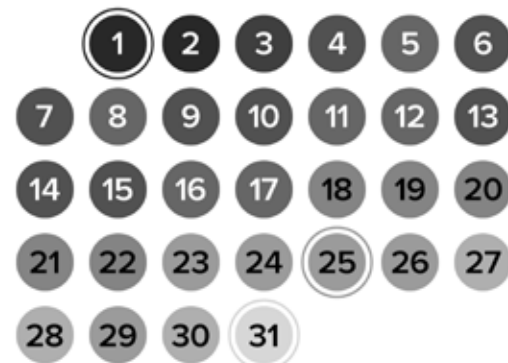
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Q4 is the top quarter for many publishers because advertising spend is high as advertisers rush to spend the rest of their budgets before the end of the year. Spend is highest between Black Friday and Christmas Day and drops off as the year comes to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

## DECEMBER 2025

S M T W T F S



### KEY



Low eCPM

High eCPM