

DATA REPORT

YouTube CPM Rates by Niche: 25 Highest Paying in 2026

Key insights and actionable frameworks



Key Numbers

45%

If an advertiser pays a \$20 CPM, YouTube takes its

55%

If an advertiser pays a \$20 CPM, YouTube takes its

50%

For a channel with a \$20 CPM and ad impression rat

60%

To estimate creator earnings, multiply CPM by 0.55

15%

The pattern across a typical year: Quarter CPM Rel

25%

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What is YouTube CPM, and how does it work in 2026?

YouTube CPM (Cost Per Mille) is the amount advertisers pay per 1,000 ad impressions on a video. It represents the advertiser's cost, not the creator's earnings. If an advertiser pays a \$20 CPM, YouTube takes its cut (45%), and the creator receives the remaining 55%.

What percentage do creators actually receive?

YouTube's standard revenue share is 55% to the creator and 45% to YouTube for standard ad formats (display, overlay, skippable video, non-skippable video, and bumper ads). This split has remained consistent since 2007 and applies to all YouTube Partner Program members. For YouTube Premium revenue, c

Why do some YouTube niches pay more than others?

CPM differences across niches are not arbitrary. They follow predictable economic logic tied to five core factors. Advertiser demand and bid competition Niches where multiple high-budget advertisers compete for the same audience produce higher CPMs.

How to increase your YouTube CPM in 2026

Raising your CPM requires deliberate action across content strategy, audience targeting, and channel optimization. Here are seven evidence-based approaches. Target high-CPM keywords in titles and descriptions YouTube is the world's second-largest search engine.

Conclusion

YouTube CPM ranges from \$0.25 to \$45+, depending on niche, with finance, insurance, and legal content earning the highest rates in 2026. Niche selection is the single largest determinant of CPM.

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