MAKE MONEY ONLINE

Journey by Mediavine: Requirements, How to Apply and the Path to Mediavine

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> **Journey by Mediavine is Mediavine's self-supported ad management program for growing sites. Its requirement is 1,000 sessions from Tier 1 countries within 30 days, plus original content that meets Mediavine's quality standards, and a Journey site is evaluated automatically for the main program once it reaches $5,000 in annual ad revenue.**

Key takeaways

- Journey by Mediavine is a separate, self-supported ad program for growing sites. Mediavine says it sells Journey and Mediavine sites to advertisers as separate inventory pools.
- Mediavine's requirements page, modified on 6 October 2026, asks for 1,000 sessions from Tier 1 countries within a 30-day period, plus original content that meets its quality and traffic standards.
- There is one application for every Mediavine program. Mediavine says it evaluates your site and routes you to Journey or Mediavine, and the Grow script is no longer needed before applying.
- A Journey site that reaches $5,000 in annual ad revenue and meets Mediavine's standards is evaluated automatically for the main program, with nothing extra to submit.
- Mediavine's pages word the Journey session test three ways, so use the newest page and check the wording again when you apply.

Mediavine’s main program asks for a revenue level that many young blogs have not reached. Journey by Mediavine is the program Mediavine built for them. This guide reads Mediavine’s own pages as they stand on 26 October 2026 and explains what Journey is, what it requires, how it differs from the main program, how to apply and how a site moves up. Journey is one of several options in our guide to ad networks for bloggers and what each requires.

What Journey by Mediavine is

Mediavine launched Journey in March 2024. It describes Journey as an ad management solution built to support publishers as they grow, powered by Mediavine’s ad technology but run as a separate, self-supported offering. Self-supported means the program is self-service, and

Mediavine keeps its dedicated support for publishers in the main program.

Mediavine states that Journey and Mediavine sites are sold to advertisers as separate inventory pools. Its stated reason is to bring in more publishers while protecting premium demand and CPMs for existing Mediavine sites. CPM is the amount advertisers pay per 1,000 ad views.

An existing Mediavine publisher can also use Journey. If you run a second site that has not reached the main revenue level, Mediavine says you can apply for that site to Journey and start earning sooner.

Journey requirements

Mediavine's requirements page, modified on 6 October 2026, lists three conditions for Journey:

1. At least 1,000 sessions from Tier 1 countries, including the U.S., Canada, the U.K. and Australia, within a 30-day period.
2. Original content written for the audience.
3. Content quality and traffic that meet Mediavine's standards.

Mediavine's August 2026 post calls the traffic condition 1,000 premium sessions per month, and defines premium sessions as traffic from premium ad markets such as the United States, United Kingdom, Canada and Australia. The post adds that traffic from other countries is not penalized, as the site simply needs enough monetizable impressions to run ads well.

Where Mediavine's pages word it differently

The Help Center article on getting approved says sites need over 1,000 sessions to start with Journey, with no country or 30-day wording. The September 2026 update of the launch post says 1,000 sessions from tier-1 countries within a 30-day period in one place and 1,000 premium sessions per month in another. The wording of the requirements page is the most precise and the newest, so this guide follows it. Check the page again on the day you apply.

What changed in 2026

Mediavine's August 2026 post lists several changes, and three matter most for an applicant. Applying to Journey used to be a separate process, and there is now one application for all programs. The Grow script used to need running for 30 days before you applied, and it no longer does because the application evaluates your traffic through Google Analytics. And Journey publishers now use the same dashboard as Mediavine publishers. Older guides that mention a separate Journey application or a 30-day Grow wait describe the earlier process.

How Journey differs from the main Mediavine program

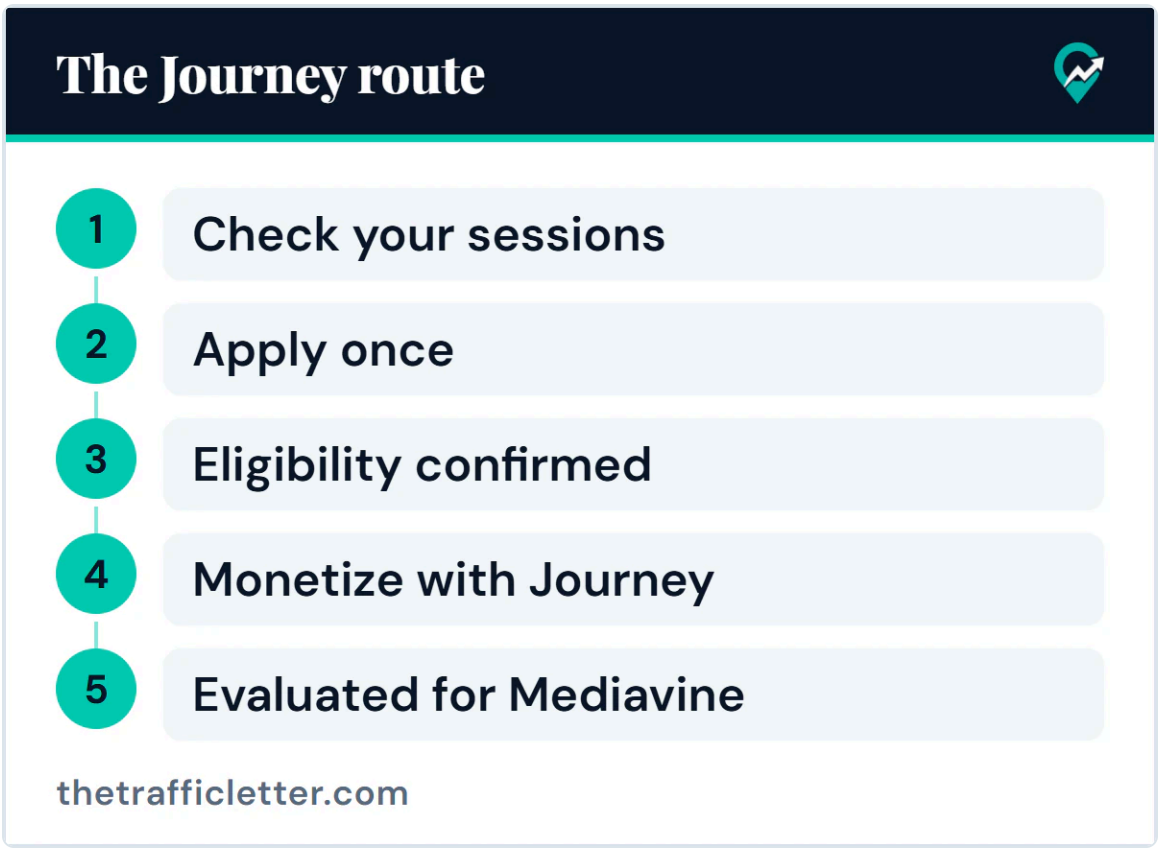
What	Journey by Mediavine	Mediavine
Entry test	1,000 sessions from Tier 1 countries within a 30-day period	$5,000 in annual ad revenue
Support	Self-supported	Dedicated support
Advertiser inventory	Sold as its own inventory pool	Sold as its own inventory pool
Application	One application for all programs	One application for all programs

The two programs share the application and the dashboard and differ in the entry test, the level of support and the inventory pool. Our guide to Mediavine's five main requirements covers the main program's five conditions in detail. This guide does not quote revenue share, payment terms or earnings for Journey, because the pages read for it do not state them and such terms change.

From application to the main program

The route has five steps.

1. Check your sessions. In Google Analytics, a session is a period of time during which a user interacts with your site, and session metrics appear in reports such as Acquisition overview, User acquisition and Engagement overview. Set the last 30 days and look at where the sessions come from.
2. Apply once. Mediavine's unified application is reached from the Apply link at the top of its pages. There is no separate Journey form, and the application evaluates your site and routes you to the program that fits.
3. Eligibility confirmed. Mediavine says that once your eligibility is confirmed you can get started right away. Its application page lists three stages: submit your application, Mediavine reviews your site, and you launch.
4. Monetize with Journey. Mediavine recommends its Grow tools, which include Spotlight Subscribe, Print Pass and Automailer, to bring readers back and build an audience, though they are optional for Journey.
5. Evaluated for Mediavine. Once the site reaches the main revenue level and meets the content and traffic standards, Mediavine evaluates it automatically. If it is eligible, Mediavine submits it for the opportunity to move, and there is nothing extra for you to send.



The Journey route as Mediavine describes it in its 2026 posts, from the session check to the automatic evaluation.

What to work on while you are on Journey

Mediavine says retention and an audience you own are how Journey sites graduate to the main program. The levers it names are in the steps above. The rest is content and traffic. Our guide to getting blog traffic from Pinterest covers a source many blogs rely on, and the plan for finding keywords people search covers how to be found there. If you earn from affiliate links as well, our guide to how Pinterest affiliate links work covers the rules for those.

Right after: your next actions

1. Open Google Analytics and write down your sessions from the U.S., Canada, the U.K. and Australia for the last 30 days.
2. Compare the number with 1,000, and if you are near it, read Mediavine's requirements page again on the day you apply.
3. If you are well above it, read the comparison of other ad network requirements before you decide, since the main Mediavine program, Raptive and Ezoic count different things.

Frequently asked questions

What are the requirements for Journey by Mediavine?

On Mediavine's requirements page, modified on 6 October 2026, a site needs 1,000 sessions from Tier 1 countries, including the U.S., Canada, the U.K. and Australia, within a 30-day period. It also needs original, audience-first content that meets Mediavine's content quality and traffic standards.

Is Journey the same as Mediavine?

No. Mediavine says Journey runs on its ad technology but is a separate, self-supported offering for growing sites, and that Journey and Mediavine sites are sold to advertisers as separate inventory pools.

How do I move from Journey to Mediavine?

Mediavine says a Journey site is evaluated automatically once it reaches $5,000 in annual ad revenue and meets its content and traffic standards. If it is eligible, Mediavine submits it for the opportunity to move, and you do not apply again.

Do I need the Grow script to apply to Journey?

Not any more. Mediavine's August 2026 post says its application now uses Google Analytics to evaluate traffic, so you no longer run the Grow script for 30 days before applying. Grow is optional for Journey publishers.

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Sources last checked on Oct 26, 2026.

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