



Postly

SEPTEMBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Publishing times

When sampled deliveries were published, grouped by UTC hour.

Completed monthly edition. Sample sizes and definitions accompany every finding.

Anonymized Postly publishing data. Free to read and share.

POSTLY.AI/RESEARCH - FRESH REPORTS EVERY MONTH



Publishing times

When sampled deliveries were published, grouped by UTC hour.

September 2026

**FINDINGS & RECOMMENDATIONS**

The findings

00:00 UTC: 4,030 deliveries, from 358 accounts and 4,030 observations. Observed delivery hour in UTC, not a best-time recommendation. 01:00 UTC: 3,741 deliveries, from 311 accounts and 3,741 observations. Observed delivery hour in UTC, not a best-time recommendation. 02:00 UTC: 4,546 deliveries, from 358 accounts and 4,546 observations. Observed delivery hour in UTC, not a best-time recommendation. 03:00 UTC: 4,321 deliveries, from 309 accounts and 4,321 observations. Observed delivery hour in UTC, not a best-time recommendation. 04:00 UTC: 3,871 deliveries, from 407 accounts and 3,871 observations. Observed delivery hour in UTC, not a best-time recommendation. 05:00 UTC: 4,542 deliveries, from 493 accounts and 4,542 observations. Observed delivery hour in UTC, not a best-time recommendation. 06:00 UTC: 4,117 deliveries, from 567 accounts and 4,117 observations. Observed delivery hour in UTC, not a best-time recommendation. 07:00 UTC: 3,653 deliveries, from 547 accounts and 3,653 observations. Observed delivery hour in UTC, not a best-time recommendation. 08:00 UTC: 4,078 deliveries, from 677 accounts and 4,078 observations. Observed delivery hour in UTC, not a best-time recommendation. 09:00 UTC: 4,563 deliveries, from 467 accounts and 4,563 observations. Observed delivery hour in UTC, not a best-time recommendation. 10:00 UTC: 2,876 deliveries, from 406 accounts and 2,876 observations. Observed delivery hour in UTC, not a best-time recommendation. 11:00 UTC: 4,974 deliveries, from 419 accounts and 4,974 observations. Observed delivery hour in UTC, not a best-time recommendation. 12:00 UTC: 5,658 deliveries, from 463 accounts and 5,658 observations. Observed delivery hour in UTC, not a best-time recommendation. 13:00 UTC: 6,191 deliveries, from 568 accounts and 6,191 observations. Observed delivery hour in UTC, not a best-time recommendation. 14:00 UTC: 5,891 deliveries, from 594 accounts and 5,891 observations. Observed delivery hour in UTC, not a best-time recommendation. 15:00 UTC: 5,415 deliveries, from 558 accounts and 5,415 observations. Observed delivery hour in UTC, not a best-time recommendation. 16:00 UTC: 4,976 deliveries, from 517 accounts and 4,976 observations. Observed delivery hour in UTC, not a best-time recommendation. 17:00 UTC: 5,607 deliveries, from 459 accounts and 5,607 observations. Observed delivery hour in UTC, not a best-time recommendation. 18:00 UTC: 5,237 deliveries, from 499 accounts and 5,237 observations. Observed delivery hour in UTC, not a best-time recommendation. 19:00 UTC: 4,420 deliveries, from 435 accounts and 4,420 observations. Observed delivery hour in UTC, not a best-time recommendation. 20:00 UTC: 3,827 deliveries, from 357 accounts and 3,827 observations. Observed delivery hour in UTC, not a best-time recommendation. 21:00 UTC: 3,557 deliveries, from 312 accounts and 3,557 observations. Observed delivery hour in UTC, not a best-time recommendation. 22:00 UTC: 3,985 deliveries, from 357 accounts and 3,985 observations. Observed delivery hour in UTC, not a best-time recommendation. 23:00 UTC: 4,383 deliveries, from 328 accounts and 4,383 observations. Observed delivery hour in UTC, not a best-time recommendation.



FINDINGS & RECOMMENDATIONS

Measurement

Verified deliveries by UTC hour

Source: Postly Research monthly aggregate edition 2026-09, generated 2026-10-04T23:19:30.749008Z. Each row includes its eligible account and observation sample.



Monthly findings - September 2026: full results

Verified deliveries by UTC hour

00:00 UTC 358 accounts / 4,030 observations	4,030
01:00 UTC 311 accounts / 3,741 observations	3,741
02:00 UTC 358 accounts / 4,546 observations	4,546
03:00 UTC 309 accounts / 4,321 observations	4,321
04:00 UTC 407 accounts / 3,871 observations	3,871
05:00 UTC 493 accounts / 4,542 observations	4,542
06:00 UTC 567 accounts / 4,117 observations	4,117
07:00 UTC 547 accounts / 3,653 observations	3,653

Unit: deliveries. September 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



Monthly findings - September 2026: full results

Verified deliveries by UTC hour

08:00 UTC 677 accounts / 4,078 observations	4,078
09:00 UTC 467 accounts / 4,563 observations	4,563
10:00 UTC 406 accounts / 2,876 observations	2,876
11:00 UTC 419 accounts / 4,974 observations	4,974
12:00 UTC 463 accounts / 5,658 observations	5,658
13:00 UTC 568 accounts / 6,191 observations	6,191
14:00 UTC 594 accounts / 5,891 observations	5,891
15:00 UTC 558 accounts / 5,415 observations	5,415

Unit: deliveries. September 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



Monthly findings - September 2026: full results

Verified deliveries by UTC hour

16:00 UTC	4,976
517 accounts / 4,976 observations	
	
17:00 UTC	5,607
459 accounts / 5,607 observations	
	
18:00 UTC	5,237
499 accounts / 5,237 observations	
	
19:00 UTC	4,420
435 accounts / 4,420 observations	
	
20:00 UTC	3,827
357 accounts / 3,827 observations	
	
21:00 UTC	3,557
312 accounts / 3,557 observations	
	
22:00 UTC	3,985
357 accounts / 3,985 observations	
	
23:00 UTC	4,383
328 accounts / 4,383 observations	
	

Unit: deliveries. September 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



What to do with this result

Busy publishing hours are not automatically the best times to post. Use audience-local time and compare performance in a controlled test.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

What this means for scheduling

A universal best-time recommendation would confuse publisher behaviour with audience response. The same UTC hour corresponds to different local hours across regions, and the aggregate also mixes platforms and content. Use the observed spread to plan operational coverage and verification. Audience-local experiments need a narrower comparison than this global distribution.

Recommended actions

Record the audience timezone alongside every timing test. Compare two practical local-time windows on the same platform with similar content and a fixed observation age. Include a response or conversion measure rather than only publication success. Keep enough time after publishing to monitor responses, and revisit the schedule when audience geography or daylight-saving time changes.

**METHODOLOGY & SOURCES**

Source and counting rules

Source: Postly Research. Anonymized retained publishing and compatible analytics observations for September 2026 (UTC). Completed 2026-10-04. Each result states its eligible sample and definition.

Verified deliveries are deduplicated by destination and provider identifier. Each public row requires at least 30 accounts and 100 observations. Monthly scans use bounded, indexed reads of retained records. Missing measurements are unavailable, not zero. Settings describe current stored configuration on records with verified monthly publications; they do not establish performance lift. Only eligible reports appear in this edition.

Historical settings and outcomes

Attachments and settings are the current retained values, not immutable publication-time records. The audit measures their presence or saved selection on eligible source records. It cannot attribute engagement, views or growth to a setting. Missing counters are not zero, and the absence of a qualifying public cohort is not evidence of no effect. Recommendations describe decisions readers can make from the evidence; they are not measured guarantees.

Publication and refresh

Fresh findings, every month. Bookmark postly.ai/research and return on the 1st for the latest monthly report and free PDFs. Each edition covers the previous UTC month and is published after validation. Past editions stay archived; a failed refresh keeps the last completed edition available.

Citation

Postly Research. Publishing times. September 2026 - Monthly edition. postly.ai/research/archive/2026-09. Include the chapter, sample and unit when quoting a finding.