

Libsyn's AdvertiseCast Marketplace Unveils April 2022 Podcast Advertising Rates

PITTSBURGH, May 2, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announces April 2022 Podcast Advertising Rates, including highest CPM categories.

“Video is an emerging podcasting trend. And we’re seeing creators experiment with multimedia formats by streaming their shows on YouTube and other social media platforms. This not only represents a new revenue opportunity for podcasters, but it’s a secondary channel for advertisers to target and reach an expansive podcast audience,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast.

The AdvertiseCast April 2022 Podcast Advertising Rates

The following rates, which are denoted as cost per thousand or CPM, are published monthly by Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. The Company shares the figures to empower the two communities to readily monitor market pricing and provide greater insight into podcasting advertising as a monetization vehicle. The data is derived from actual sales data across AdvertiseCast’s growing network of more than 2,500-plus shows, including over 210 exclusive podcasts, which offers advertisers the unique opportunity to access highly sought-after podcast advertising inventory.

For April 2022, the **average CPM rate** was \$24.01 for a 60-second ad spot.

The **three highest CPM categories** in April based on delivered advertising were:

- Business: \$28
- Kids and Family: \$28
- Health and Fitness: \$27

Podcasting continues its meteoric rise in popularity with 73% of Americans ages 12 and up – an estimated 209 million people – reporting that they’ve listened to a podcast in the last month. That’s a 68% uptick from 2021, according to [The Infinite Dial® 2022 findings released by Edison Research](#). This uptick was primarily driven by listeners age 35+, who increased their monthly online audio listening by 13% year over year. Moreover, audience composition is also becoming increasingly diverse, striking more of a balance in terms of gender (53% male, 46% female, 1% non-binary) and ethnicity with increases in Black (16%), Hispanic (16%), and Asian (3%) monthly listenership. As a result, the growing popularity of podcasts has increased its attractiveness as an advertising medium.

Historical monthly CPM rates can be found on AdvertiseCast’s website at: www.advertisecast.com/podcast-advertising-rates.

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading ‘Podcasting As A Service’ platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2020, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn’s dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn’s [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Visit libsyn.com or investor.libsyn.com for more company information.

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