

Libsyn Unveils July 2022 Podcast Advertising Rates

PITTSBURGH, August 1, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announces its July 2022 Podcast Advertising Rates, including the highest CPM categories.

“The average podcast advertising CPMs for ad inventory sold through Libsyn’s AdvertiseCast continues to generally be decoupled from the economy,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “This relative stability is a testament to the fact that once brands become podcast advertisers, they tend to stay with the medium because of its effectiveness in engaging a diverse, educated, and affluent audience at scale.”

The AdvertiseCast July 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 released 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 network of 3,000 shows, including more than 240 exclusive podcasts like the new partnership with [BiggerPockets](#), the leading real estate investing media network.

So far in 2022, AdvertiseCast has served over 900 million advertising impressions across podcasts in its marketplace.

For July 2022, the **average CPM rate** was \$23.60 for a 60-second ad spot. That figure is down slightly from last month (June 2022 avg. CPM rate: \$23.95) and up year-over-year (July 2021 avg. CPM rate: \$23.43).

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

- Technology: \$28
- Business: \$24
- Education: \$23

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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