

Libsyn Unveils August 2022 Podcast Advertising Rates

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

Libsyn recently revealed that [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters, surpassed **\$50 million in advertising earnings for podcasters** to-date. The marketplace is also continuing to roll out new ad tech innovations, including **Automatic Ads** with pre-, mid- and post-roll capabilities. Launched in May 2022 via a closed beta, the automatic ads solution is already delivering nearly 30 million impressions per month.

“AdvertiseCast’s mission is to help creators monetize their podcast audience and to simplify the advertising planning, buying, and selling process for brands and agencies through our suite of innovative advertising solutions,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “And with CPMs continuing to remain relatively steady, adding podcast advertising to the media mix is proven to deliver measurable results.”

The AdvertiseCast August 2022 Podcast Advertising Rates

The following rates, which are denoted as cost per thousand or CPM, are published monthly by Libsyn’s AdvertiseCast. The Company releases the figures to empower the podcaster and advertiser 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.

For August 2022, the **average CPM rate** was \$23.45 for a 60-second ad spot. That figure is slightly down from last month (July 2022 avg. CPM rate: \$23.59) and down year-over-year (August 2021 avg. CPM rate: \$23.70).

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

- Technology: \$26
- Business: \$25
- Education and Kids & Family: \$24

Conversely, three categories where advertisers can effectively tap into highly engaged audiences at more **affordable CPM rates** include Fiction, Art, and Hobbies & Games, which averaged in the high teens in August. Hanley commented, “Many brands typically gravitate towards specific podcast genres, while overlooking others that have the potential to reach a similar audience at a lower cost of entry. We see the rates in most genres converging over time, but at present this is a great opportunity for brands to take advantage of accessible rates.”

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

Libsyn’s AdvertiseCast combines an industry-leading ad buying and management platform with full-service capabilities that makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators. Among the **top brands AdvertiseCast serves** are Adidas, Blinkist, Booking.com, Canva, Disney, Helix Sleep, Hello Fresh, P&G, Ray Ban, The Hartford, and Toyota.

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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Media Contacts: Ray Yeung + Nancy Zakhary | ray@relev8.co + nancy@relev8.co

