

Libsyn Unveils September 2022 Podcast Advertising Rates

PITTSBURGH, October 3, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announces its September 2022 Podcast Advertising Rates, including the highest CPM categories.

“Advertisers across categories are increasingly turning to the podcast medium for its efficacy in achieving brand goals — from increasing awareness, ad recall, and engagement to driving recommendations and purchase intent,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “Through AdvertiseCast, we continue to bring valuable capabilities and rich insights, such as automatic ads and CPM transparency, to help advertisers align their sonic spots to the right audience and drive maximum performance outcomes.”

The AdvertiseCast September 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 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 nearly 3,000 shows, including more than 225 exclusive podcasts.

For September 2022, the **average CPM rate** was \$24.35 for a 60-second ad spot. That figure is up slightly from last month (August 2022 avg. CPM rate: \$23.49) and has increased year-over-year (September 2021 avg. CPM rate: \$23.19).

“We are seeing rates buoyed as we approach the last quarter of the year due to increased demand,” added Hanley. “I also believe there is a flight to quality occurring as brands cut ineffective ad channels and allocate remaining budgets to proven winners like podcast advertising.”

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

- Technology: \$28
- Business: \$26
- Education/Religion and Spirituality: \$25

Moreover, three categories where advertisers can effectively tap into highly engaged audiences at more **accessible CPM rates** include Fiction, Art, and TV, which averaged in the high teens in September.

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