

Libsyn Unveils October 2022 Podcast Advertising Rates

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

“New industry reports indicate that podcast advertising is one of the top channels for marketers looking to achieve both their brand marketing and performance marketing objectives. Via a single medium, they can amplify consumers’ brand awareness and affinity, as well as boost their searches and purchase intent,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “It’s evident that podcast advertising is the place to be and the next step for marketers is to work with a dynamic marketplace like AdvertiseCast to confidently roll out their digital audio campaigns in relevant, brand-suitable environments.”

The AdvertiseCast October 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 October 2022, the **average CPM rate** was \$24.24 for a 60-second ad spot. That figure is fairly steady compared to last month (September 2022 avg. CPM rate: \$24.15) and has increased year-over-year (October 2021 avg. CPM rate: \$23.48).

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

- Kids & Family: \$28
- Technology: 27
- True Crime: \$27

Moreover, three categories where advertisers can effectively tap into highly engaged audiences at more **accessible CPM rates** include Fiction, TV, and News, which averaged in the low twenties in October.

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 2021, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts globally. 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 the industry’s premier podcast advertising marketplace that connects advertisers with podcasters, [AdvertiseCast](#); Munich-based podcast ad tech company, [Julep Media](#); podcast membership platform, [Glow](#); and web hosting platform, [Pair Networks](#). Visit libsyn.com or investor.libsyn.com for more company information.

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