

## Libsyn Unveils December 2022 Podcast Advertising Rates

**PITTSBURGH, January 3, 2023** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announces its December 2022 Podcast Advertising Rates, including the highest and most accessible CPM categories.

“2022 was a breakout year in podcasting. Podcasts have become mainstream with explosive growth among younger and more diverse audiences who are embracing niche genres and new ways of listening,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “In parallel, advertisers are increasingly drawn to the value of the medium as a highly effective, brand safe, and brand suitable environment to market their product or service – which we expect to grow in 2023.”

### The AdvertiseCast December 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 over 3,000 shows, including more than 225 exclusive podcasts.

The **average rate for 2022** was \$23.87 for a 60-second ad spot – a 2% uptick over 2021 (2021 avg. CPM rate: \$23.30). For **December 2022, the average CPM rate** reached \$23.58 for a 60-second ad spot. That figure is slightly lower compared to last month (November 2022 avg. CPM rate: \$24.65) and is fairly flat year-over-year (December 2021 avg. CPM rate: \$23.87).

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

- Technology: \$27
- Education: \$26
- Business: \$25

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

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](http://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 hosted over 75,000 shows with 5.8 million podcast episodes and delivered over 6 billion downloads to listeners globally. Libsyn’s [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn’s [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting platform, [Pair Networks](#). Visit [libsyn.com](http://libsyn.com) or [investor.libsyn.com](http://investor.libsyn.com) for more company information.

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