

## Libsyn Unveils June 2023 Podcast Advertising Rates

**PITTSBURGH, July 6, 2023** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, announced its **June 2023 Podcast Advertising Rates**, including the highest and most accessible CPM categories.

Libsyn recently partnered with the **Interactive Advertising Bureau (IAB)** to host a Brand Academy in New York City. The event, titled “[Podcast Advertising A-Z: An Industry Panel on the Growth and Opportunity in Podcast Advertising](#),” brought together industry experts and executives for a thought-provoking discussion. **Dave Hanley**, Chief Revenue Officer of Libsyn’s AdvertiseCast, moderated the panel, which included esteemed representatives from **Hearts & Science, Horizon Media, Mediahub Worldwide, Podscribe, The Trade Desk, and Veritonic**. The panel delved into various aspects of podcast advertising, exploring topics such as measurement, attribution, programmatic buying, brand safety, and more. This collaborative effort aimed to shed light on the ever-growing opportunities and hurdles within the podcast advertising landscape, highlighting the importance of staying ahead in a fast-evolving industry.

Hanley remarked, “Podcasting has come a long way, evolving from traditional host read for direct response to a dynamic medium that holds immense potential for brands and advertisers. As industry leaders, it is our responsibility to educate and empower them about future possibilities. Contextual targeting, programmatic advertising, AI, and data-driven insights are revolutionizing the podcasting landscape, opening up new avenues for engagement and ROI. By embracing these advancements, brands can unlock the true power of podcast advertising, reaching their target audience with precision and creating meaningful connections.”

### June 2023 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 thousands of shows.

For June 2023, the average CPM rate was \$23.03 for a 60-second ad spot. That figure is slightly down compared to last month (May 2023 avg. CPM rate: \$23.47) and has decreased year-over-year (June 2022 avg. CPM rate: \$23.89).

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

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

Moreover, three categories where advertisers can effectively tap into highly engaged audiences at more **accessible CPM rates** include Arts, Fiction, and History, which averaged around the high teens to low 20s in June.

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 all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2022, the Company hosted over 75,000 shows and delivered over 8 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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