

## Libsyn Unveils August 2023 Podcast Advertising Rates

**PITTSBURGH, September 1, 2023** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, announced its **August 2023 Podcast Advertising Rates**, including the highest and most accessible CPM categories.

“Following Podcast Movement, it’s abundantly clear that the value of podcasting has reached new heights. The conference once again showcased the incredible diversity and creativity within the podcasting ecosystem. As the industry continues to grow, so does the understanding of the unique relationship between content, context, and audience engagement,” said **Dave Hanley, Chief Revenue Officer of Libsyn’s AdvertiseCast**. “Brands are increasingly recognizing that context matters as much as content. It’s not just about delivering a message; it’s about delivering it in the right context, to the right audience, at the right moment. We take pride in being at the forefront of podcasting innovations, and our newly launched predictive contextual advertising solutions stand as a testament to our commitment to staying ahead of the curve.”

### August 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 August 2023, the **average CPM rate** was \$22.14 for a 60-second ad spot. That figure is fairly flat compared to last month (July 2023 avg. CPM rate: \$22.20) and has decreased year-over-year (August 2022 avg. CPM rate: \$23.41).

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

- Technology: \$26
- Education: \$26
- Arts: \$26

Moreover, three categories where advertisers can effectively tap into highly engaged audiences at more **accessible CPM rates** include Sports, News, and TV & Film, which averaged around the low 20s in August.

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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**Media Contacts:** Ray Yeung + Nancy Zakhary | [ray@relev8.co](mailto:ray@relev8.co) + [nancy@relev8.co](mailto:nancy@relev8.co)  
**Investor Contact:** [investor@libsyn.com](mailto:investor@libsyn.com)