

Liberated Syndication Reports February 2022 Podcast Advertising Rates



Liberated Syndication Inc., (“Libsyn” or “the Company”), the

market’s leading podcast hosting platform and marketing market, supplied an upgrade on podcast marketing rates.

These rates, which are signified as expense per thousand or CPM, are released month-to-month by Libsyn’s AdvertiseCast, the market’s leading podcast marketing market linking marketers to podcasters. The information is obtained from real sales information throughout the 2,300+ podcasts in the AdvertiseCast market.

For February 2022, the typical CPM rate for a 60-second area was \$23.61.

“While the podcast marketing market continues to have a strong upward trajectory, February typical rates were down from the Company’s all-time high in January. Even so, average rates for February were up year over year when compared to \$22.19 in 2021,” stated Dave Hanley, Chief Revenue Officer at AdvertiseCast. “We do see seasonality in need and marketing rates traditionally in February.

This is a outcome of the vacation and the New Year’s rush, which we think will bounce back lateron in the quarter.”

Historical rates can be discovered on the AdvertiseCast podcast market site.

The Company will continue to reveal these figures month-to-month to makeitpossiblefor podcasters, marketers, and the financier neighborhood to easily screen market prices and supply higher insight into marketing moneymaking within the podcasting market.

Source: [Liberated Syndication Reports February 2022 Podcast Advertising Rates.](#)