Why should your brand advertise in Podcasts?
Podcast Advertising Takes Off

2015-2023: Podcast advertising revenue (in millions) – total market estimate

Source: IAB/PwC FY 2020 Podcast Ad Revenue Study, May 2021; 2021-2023 revenues are a forecast based upon self-reported estimates and projected market sizing.

Advertising revenue increase 2020 - 2023

+100%

Advertising revenue increase 2020 - 2023

106M  170M  314M  280M  708M  842M  1.35B  1.75B  2.19B
60%  30%  25%  19%  19%  19%  19%  19%  19%

2015-2023: Podcast advertising revenue (in millions) – total market estimate
More than 1 in 3 people listen to podcasts today.

Podcast listening soars.

Podcast Listeners Are Desirable Consumers

- 45% Male
- 55% Female
- 77% Work Full or Part Time
- 34 Median Age
- 69% Have a Household Income of $50K+

Source: Edison Q1 2021 Share of Ear, adults 18+
Who Listen Everywhere They Go

55% Home
25% Work
14% Commute
7% Other

Source: Edison 2020 Share of Ear, podcast listening 18+
Where the Conversation Starts...

The voices of our country, across viewpoints and ideologies, shape who we are, what we stand for, and where we are headed.

We’ve created a unique and inclusive podcast network that starts America’s conversation every day.
#1 audio network in the U.S.

250+ Million Monthly Listeners

Cumulus Media

Source: Nielsen Audio Nationwide Spring 2020-Fall 2019, Total US. 4 Week Reach of all Westwood One-affiliated stations as run through ACT 1 Systems, Persons 12+, Mon-Sun Midnight-Midnight, 672 spots per week, equal to number of Quarter-Hours; Scarborough USA+ Podcast Recontact Study 2020 Release 1 Total (November 2020) and WWO Media Analytics estimates.
Massive Promotional Power
Driving visibility and awareness to connect with consumers

250 Million
Monthly Listeners

1.3 Billion
Press/Media Impressions

100 Million
Monthly Social Impressions

200+
Syndicated Shows & Services

415+
Digital/Mobile Distribution Platforms

1.3 Billion
Press/Media Impressions +
100 Million
Monthly Social Impressions =

Source: Nielsen Audio Nationwide Spring 2020-Fall 2019, Total US, 4 Week Reach of all Westwood One-affiliated stations as run through ACT 1 Systems, Persons 12+, Mon-Sun Midnight-Midnight, 672 spots per week, equal to number of quarter-hours; Scarborough USA+ Podcast Recontact Study 2020 Release 1 Total (November 2020) and WWO Media Analytics estimates
4th Largest Podcast Network in America

12M+ Uniques
89M+ Downloads

Source: March 2021 Podtrac; March Triton 2021
Let's connect your brand to our influential hosts and compelling content
Podcast Content Pillars

WHERE THE CONVERSATION STARTS

NEWS
BUSINESS
MONEY
TECH
SPORTS
LIFE & ENTERTAIN-MENT
REAL TALK
Audience

- 44% Female
- 56% Male

- 76% Work Full or Part Time

- 39 Median Age

- 40% Have a Household Income of $100K+

Market/Release: Nielsen Scarborough Podcast Recontact Study (USA+) 2020 Release 1 Total (November 2020), Base: Adults 18+
BUSINESS, MONEY & TECH

Auditence

41% 59%

80%

Work Full or Part Time

Median Age

37

Have a Household Income of $100K+

45%

Have a Household Income of $100K+

45%
SPORTS Audience

- Work Full or Part Time: 77%
- Median Age: 38
- Have a Household Income of $50K+: 68%
- Household Income of $50K+: 68%
- Work Full or Part Time: 67%
- Median Age: 38
- Have a Household Income of $50K+: 33%
LIFE & ENTERTAINMENT

- Who Was Prince?
- Something You Should Know
- American Skyjacker
- Mommies Tell All
- Say Their Name
- Politics of Food
- The Baron of Botox
- Straight Talk
- Inside of You
- American Coyote
- La Nota Roja
- Gangster House
- ZS
- Rolling Stone Music Now
- Bob & Sheri
- True
- Woke AF
- Just Getting Started
LIFE & ENTERTAINMENT

Audience

- **Have a Household Income of $50K+**: 66%
- **Work Full or Part Time**: 76%
- **Median Age**: 38
- **Have a Household Income of $50K+**: 66%
Let’s take a look at how podcasting works for brands
Podcast Lead Conversion Rate

Podcast Average 10.3%

Industry examples

- 17.8% Beverages & Restaurants
- 16.6% Telecom
- 14.8% Retail DTC
- 14.1% CPG
- 12.2% Professional Services
- 11.0% Financial Services
- 8.46% Automotive
Podcast Purchase Conversion Rate

Podcast Average
6.6%

Industry examples

- Beverages & Restaurants: 10%
- Automotive: 9.6%
- CPG: 8.6%
- Retail DTC: 7.6%
- Pharma & Health: 7.4%
- Financial Services: 6.7%
- Retail (B&M, eCom): 5.1%
Let us create multi-platform marketing solutions for your Brand
Be everywhere your consumers are
Consumers Listen to Audio Throughout the Day Across Multiple Platforms
Leverage Our Platforms for Your Brand Narrative

Podcasts + Radio + Streaming + Social + Digital
One-Stop Shop for Podcast Advertisers
Helping your brand reach its key audience

- IAB v2 Certified Platform
- 100% Share of Voice
- Personality Voiced Reads
- Pre/Mid/Post Roll Ads
- National or Geotargeted
- Direct or Programmatic
- Baked-In or Dynamic Ad Insertion

- Custom Content
- Custom Ad Development
- Custom Sponsorships
- Multi-platform Extensions
- Research & Attribution
Online survey of two groups

Exposed
Consumers hear the ad campaign within the podcast

Unexposed
Consumers hear the same podcast without the ad campaign

Methodology

Comparing the differences between the two groups to determine podcast impact on:

• Aided awareness
• Unaided awareness
• Podcast appeal
• Brand fit

Analysis

• Preference
• Brand perceptions
• Ad recall
• Purchase intent

Partners

Data & Insights to Prove Brand Effectiveness

Note: Minimum campaign investment required for podcast brand effect study.
Cumulus Podcast Network uses Megaphone for hosting/measurement and ad serving technology.

Megaphone follows the IAB V2 certification and applies the recommended 24-hour filtering logic to remove fraudulent downloads that can be caused by bots, spiders or blacklisted IP addresses and take accurate measurement approaches to the podcasts on their platforms.

Cumulus Podcast Network uses multiple attribution partners to track consumer behavior and ROI after an ad play.
Brands love us and the press does too
A few of our Brand partners
People are talking about us

Brown Ambition is #1 on Business Insider’s Best Personal Finance Podcasts List

The Syndicate Podcast About A Colorado Pot Smuggling Ring A Riveting Argument For Federal Legalization

McConaughey was the first guest on sports journalist Rich Eisen’s new podcast, "Just Getting Started With Rich Eisen."

Dax Shepard opens up about his sobriety and why he’s public with his struggles on Inside of You podcast.