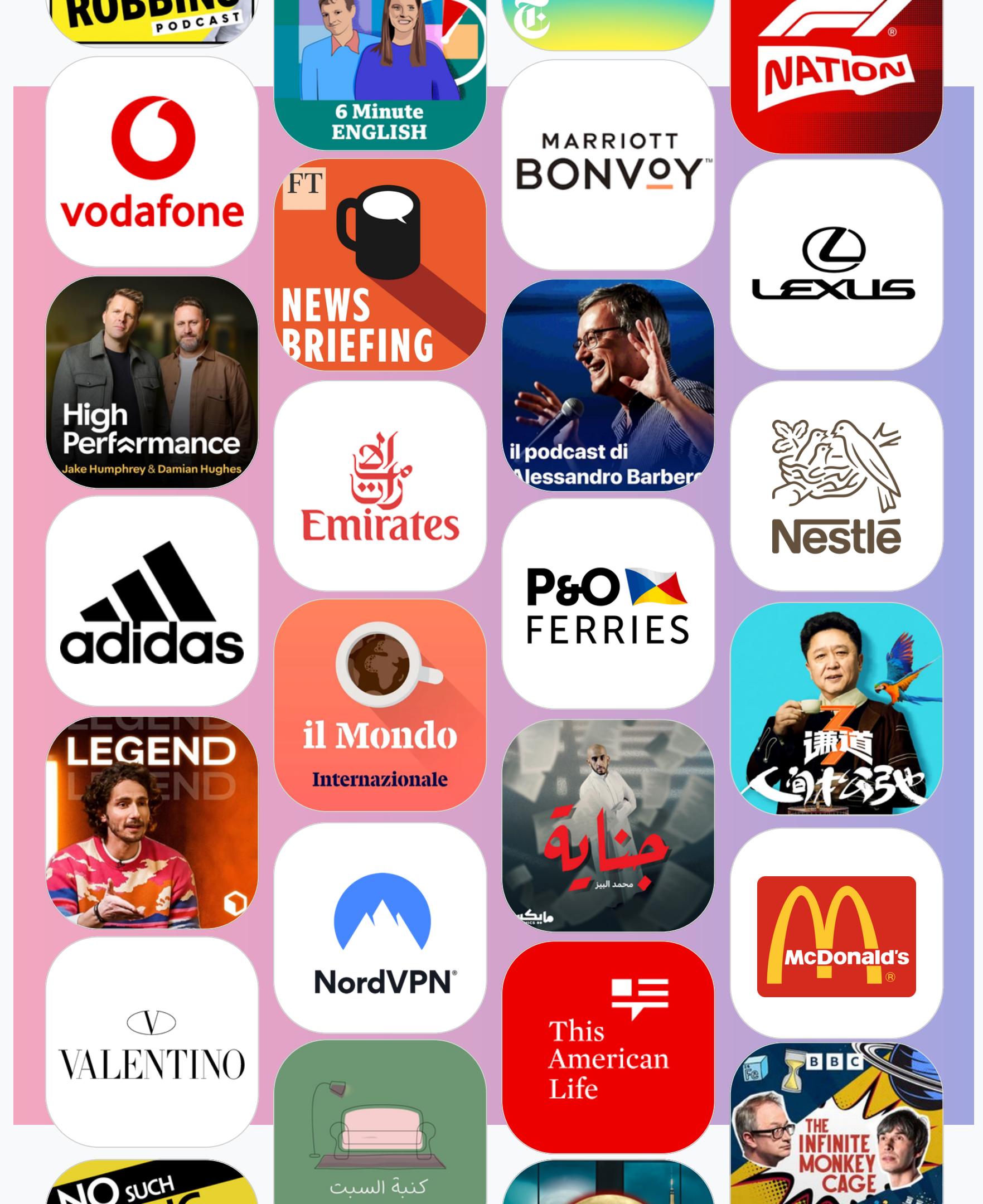


Next Audio

Podcaster Media Kit

Monetize Your Podcast With Ads,
Without Working Harder

Last updated Dec 2025



Next Audio

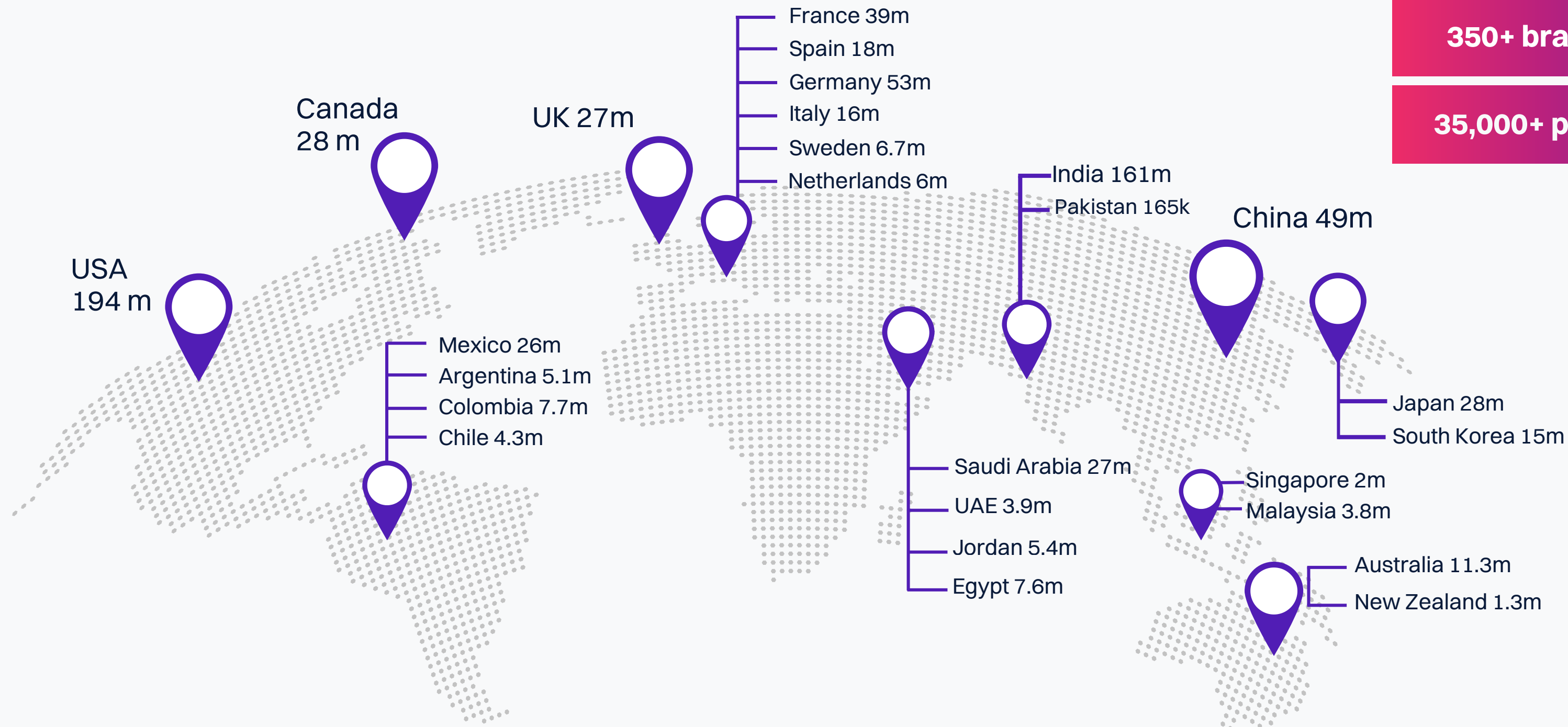
Join the Global Podcast Advertising Company

Where podcasts of any language meet premium advertisers from around the world.

90+ global markets

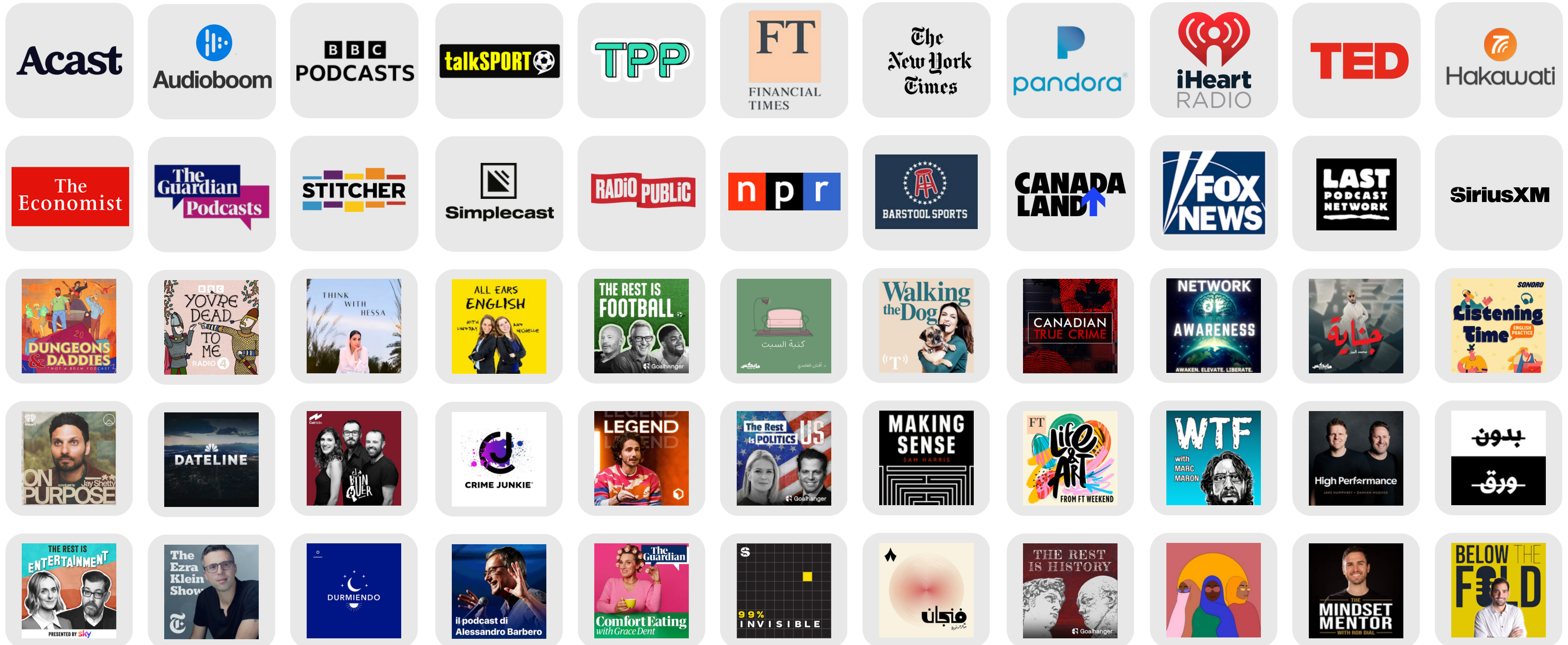
350+ brands & agencies

35,000+ podcast network



Next Audio

A Small Sample of the Podcasts & Publishers We Work With





Next Audio

How Podcasters Earn

Advertiser Demand

From global brands to agile mid-market advertisers, 300+ companies across dozens of verticals run campaigns through Next Audio.

Advertising Agencies



FMCG



Travel



Banking & Finance



Consumer Packaged Goods



Hospitality



Events



Telco & Technology



B2B



Automotive



Dual Monetization Streams

Stream 1

Pre-recorded Inserted Ads

Your episodes become available to global buyers running always-on and programmatic podcast campaigns through [AdManager.FM](https://admanager.fm).

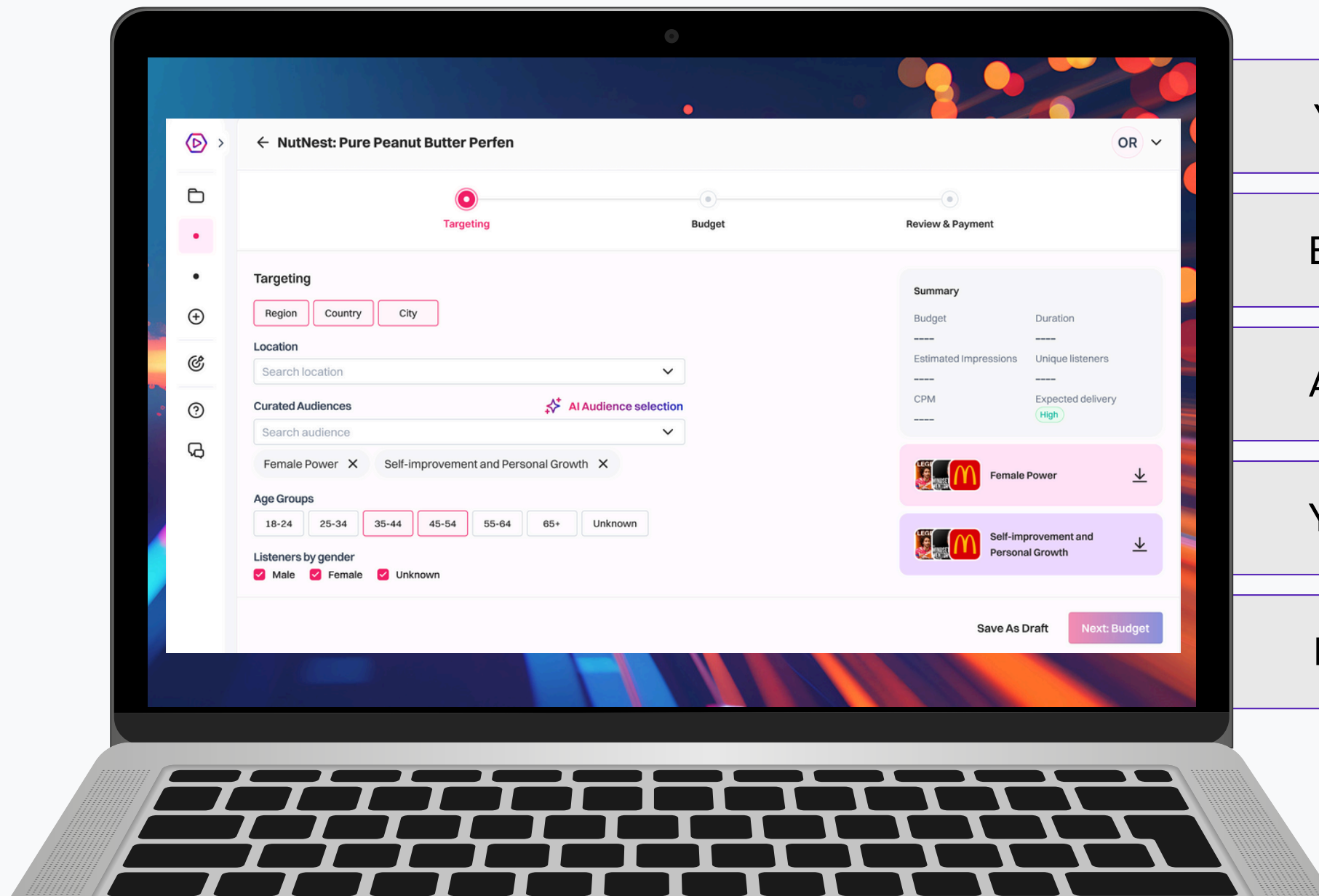
Stream 2

Managed Service Clients

Your show is included in premium brand campaigns when it matches the brief, from host-reads to sponsorships and branded episodes.

Deep Dive: Pre-recorded & Inserted Ads

Our proprietary technology AdManager.FM offers you low-lift, scalable revenue from brands buying digital audio all year round.



Your show is set up for dynamic ad insertion via our infrastructure

Episodes are listed as eligible inventory inside AdManager.FM.

Ads are matched to your content and audience using targeting criteria

You can earn from your back catalogue – not just new episodes.

Delivery, reporting and billing are handled by us.

Deep Dive: Host-Reads & Sponsorships

Bigger budget campaigns from vetted, brand-safe advertisers where your voice is part of the creative.



Considered for premium campaigns when your audience and content match

Opportunities across host-reads, episode or series sponsorships, and branded episodes

You always have final say on which advertisers appear on your show.

Our team handles briefing, scripts and approvals – you record in your own style.

Vetted, high-quality advertisers and campaigns

Next Audio

Are You a Good Fit?

To protect quality for advertisers and creators, we generally look for shows that meet at least one of the following:

- Have been publishing consistently for 6+ months
- Reach 1,000+ monthly listeners
- Cover a highly niche topic or audience (e.g. medical, aerospace, regional, specialist B2B, etc.)



We welcome podcasts in any language – especially those serving local, regional and diaspora audiences.

Interested in joining the network? Email us at: hello@nextaud.io



Next Audio

**Keeping Your Show &
Audience Protected**

Quality & Brand Safety

We use detailed targeting, third-party tools and AI brand safety to keep ads relevant, respectful and aligned with your content.



Smart Targeting

Ads placed by demographic, device, location, language & content to match listener context and reduce disruption.



High-Touch Matching

Third-party tools help us go beyond category, matching campaigns to real listener profiles and show style.



AI Brand Safety

Catalogue-wide safety and suitability checks, plus host intelligence, to protect both your show and advertisers.



Next Audio

Clients & Case Studies

Next Audio

Advertisers Our Podcasters Work With



Case Studies

Examples of our work. Find more on our website nextaud.io/casestudy

Objective

Raise brand awareness among adults over 18 within the South Asian communities in London.

Strategy

Targeted ads on podcast, music & web radio, targeting London region & language specific content.

Result

LTR **97%**, with interest **20%** above average and consideration **11%** above average for the Travel Vertical.



Objective

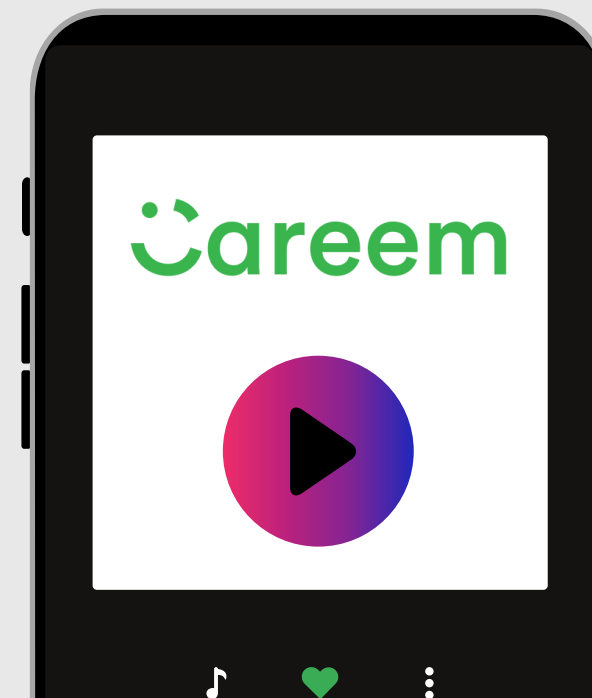
Drive app installs across iOS and Android devices, targeting health-conscious and family listeners.

Strategy

Dynamic ads targeting specific genres and matching the creative to device type - iOS and Android users.

Result

LTR **96%**, and a cost per install **under \$3**



Objective

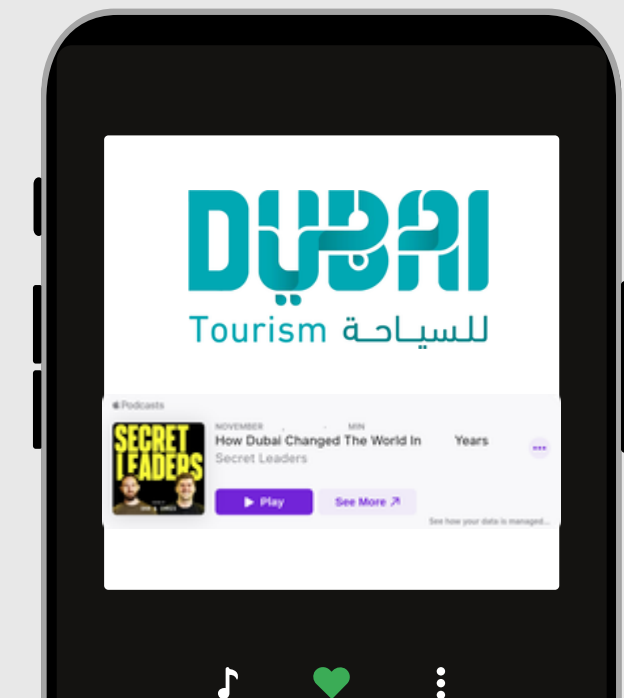
Position Dubai as a serious place to scale a business among entrepreneurial global audiences.

Strategy

Branded podcast episode on Secret Leaders, one of the UK's top podcasts for entrepreneurs.

Result

Top ranking episode, increased **awareness** among tech professionals and startup entrepreneurs.



Next Audio

Interested in joining the network? Email us at: hello@nextaud.io

How to Join

Share Your Show

- Send us your podcast link and basic info. Our team reviews fit, eligibility and demand.

Technical Setup

- We'll guide you through connecting your feed to our network so we can enable dynamic ad insertion.

Go Live with Ads

- Once everything's connected, your show becomes eligible for both dynamic campaigns and host-read opportunities.

Earn & Track Performance

- You get paid based on booked campaigns and ad delivery, with transparent reporting from our tools.



Next Audio