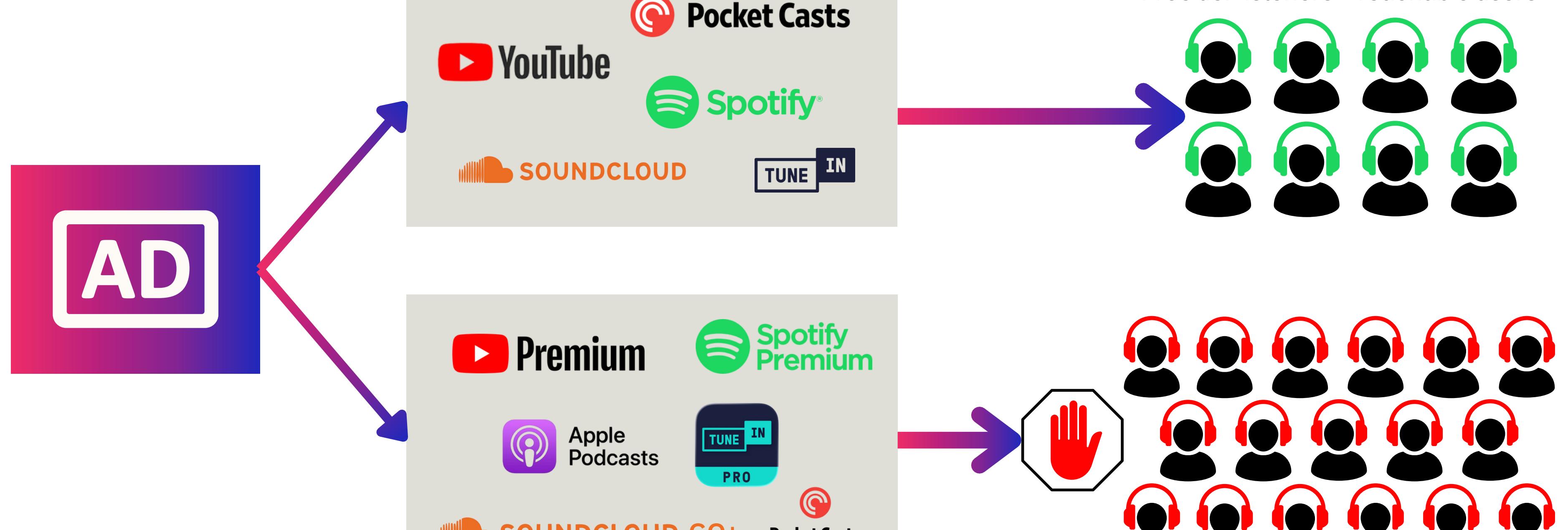


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Why Podcast Advertising Belongs in Every Media Plan

Reach premium audiences no other format can touch

Your Ads Are Blocked From Premium Users



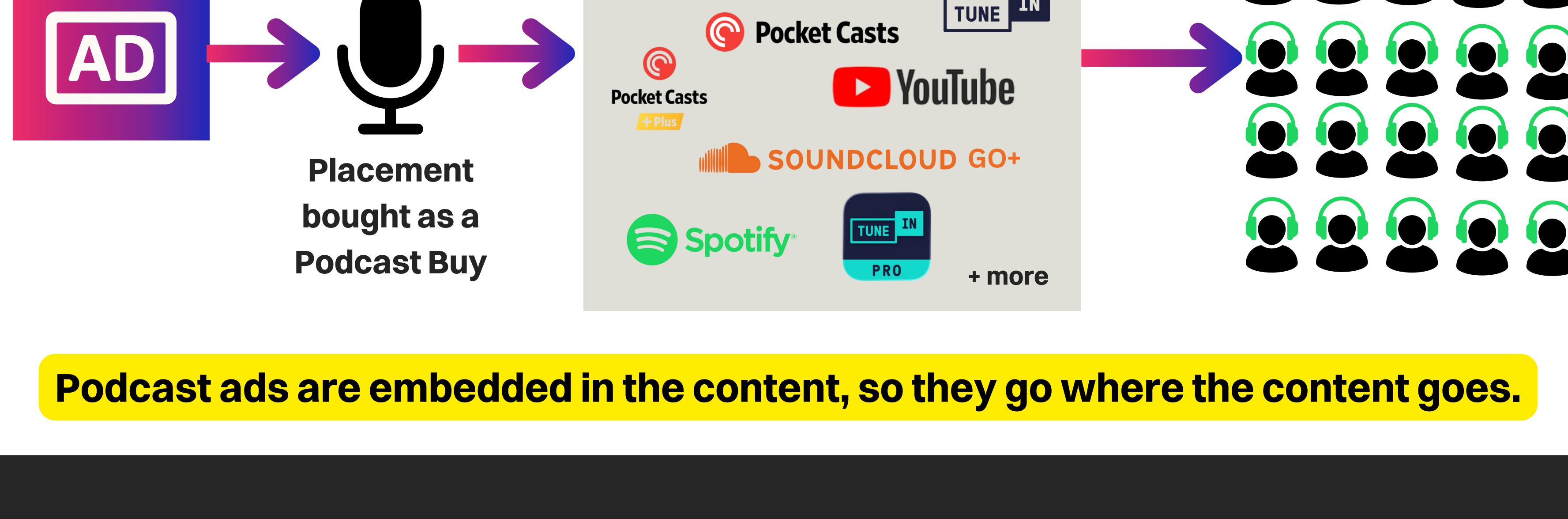
You're paying for reach, but your highest-value users are slipping through.

Subscriptions aren't your only blocker

- YouTube → Ads skipped
- Apple Podcasts → No ads sold

- Subscription models are rising.
- Ad revenue is shrinking.
- And your top-paying users have already vanished from your media plans.

The Only Format That Bypasses the Blockers



Podcast ads are embedded in the content, so they go where the content goes.

Avg Demographic Snapshot of podcast listeners:

- 83% have a university degree
- 73% have mid-to-high income
- 1 in 2 teens have listened to a podcast
- 52% of women consume podcasts

* Edison Research, YouGov

Podcast campaigns deliver on average:

- +24% uplift in brand image
- +27% uplift in interest
- +21% uplift in likeability
- +24% uplift in consideration

*Avg from 32 Next Audio Brand Lift Studies

Case Study

talabat

Personalised Ramadan podcast messaging

+24% increase in consideration

CHANEL

Sponsors across top female-led, fashion-focused podcasts

100% share of voice

Emirates

Branded podcast targeting South Asian adults in London

97% Listen-Through Rate

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