

See the biggest spenders in the podcast ad boom

Article

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BetterHelp bested other US podcast advertisers in 2021 and spent **\$76.9 million** on podcast placements that year. This was nearly triple the outlays of **NBCUniversal**, the second-biggest spender, at **\$27.7 million**. All told, the top 10 podcast advertisers invested close to **\$300 million**.

Beyond the chart: That total is more than **double** the **\$145 million** the top 10 splashed out in 2020. Spending exploded beyond these big names as well: The US podcast ad market swelled by **51.3%** to hit **\$1.31 billion** in 2021, per our estimates.

Top 10 Advertisers on US Podcasts, Ranked by Ad Spending, 2021

millions

1. BetterHelp	\$76.9
2. NBCUniversal	\$27.7
3. ExpressVPN	\$27.0
4. HelloFresh	\$26.8
5. Amazon	\$25.7
6. SimpliSafe	\$25.1
7. ZipRecruiter	\$25.1
8. Geico	\$23.6
	\$20.4
9. Capital One	
	\$19.6
10. Stamps.com	

Source: Magellan AI as cited by Inside Radio, Feb 11, 2022

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