

A look at the biggest US advertisers in podcasting

Article

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BetterHelp is by far the biggest US podcast ad spender, laying out **\$35.7 million** in the first seven months of 2021—more than twice as much as the next-largest advertiser, **ZipRecruiter**, which allocated **\$13.6 million**. **Geico**, **HelloFresh**, and **NBCUniversal** rounded out the top five spenders in the US podcast ad market.

Top 15 Advertisers on US Podcasts, Ranked by Ad Spending, Jan-July 2021

millions

1. BetterHelp	\$35.7
2. ZipRecruiter	\$13.6
3. Geico	\$13.5
4. HelloFresh	\$13.3
5. NBCUniversal	\$12.2
6. Amazon	\$10.9
7. ExpressVPN	\$10.9
8. Progressive	\$10.0
9. Stamps.com	\$9.2
10. Squarespace	\$9.1
11. SimpliSafe	\$8.9
12. Capital One	\$7.6
	\$7.3
13. Best Fiends	
	\$7.2
14. Molson Coors	
15. Comcast	\$6.7

Source: Magellan AI, Sep 13, 2021

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