

# Blended Audio Streaming

Are you looking to tap into the top music streaming, digital radio, and podcast apps? Our powerful platform enables you to reach your target audience with high-quality audio ads across a range of devices and platforms. Deliver audio ads that are engaging, impactful, and effective, helping you to grow your brand and reach new customers.

## Reach your target audience with precision across the biggest digital audio publishers

Target listeners by age, gender, location, language, music or podcast genre, and up to 221 different interests and user statuses. Some of the publishers include:



## Run audio ads *wherever* your customers are listening.



### On a Smartphone

Take your mobile marketing everywhere music, news, and podcasts are played.



### On a Smartspeaker

When screens are off, audio is on. All around the house.



### On a Desktop or Notebook

Or a tablet. Blended Audio Streaming is made to get you heard in the moment.

## Reach and engagement

# 74%

Digital Audio's monthly reach of Americans ages 25 to 54

Edison Research, The Infinite Dial 2021

# 100M+

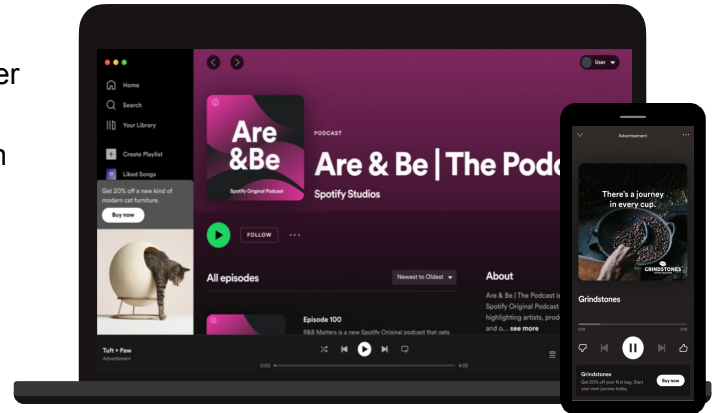
Our premium blended audio streaming network has well over 100M unique monthly listeners in the US and Canada, in both English and Spanish.



# Spotify Music Ads

Spotify audio advertising allows businesses to create a personal connection with consumers in moments when other digital media can't. Plus, with Spotify you can **guarantee your message will be heard**: we deliver your audio ads in the moment listeners are most receptive in a no swipe, no scroll environment.

**Reach your audience when they're listening with audio ads**



Reach active listeners on any device, in any environment, during all moments of the day. Target listeners by age, gender, location, language, device, music genre, and listening behaviors (interests and fan base).

Audio ads are served between songs while there are no distractions, and your audience is focused on what you have to say. Complement your audio ad with a clickable link so listeners can tap to visit your site, app, or online destination.



**Spotify Music Ad with call-to-action (CTA) Card**

## Spotify leads in reach and engagement

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# 2+hrs

Spotify ranks #1 in average minutes spent per visitor across devices.

# 456M

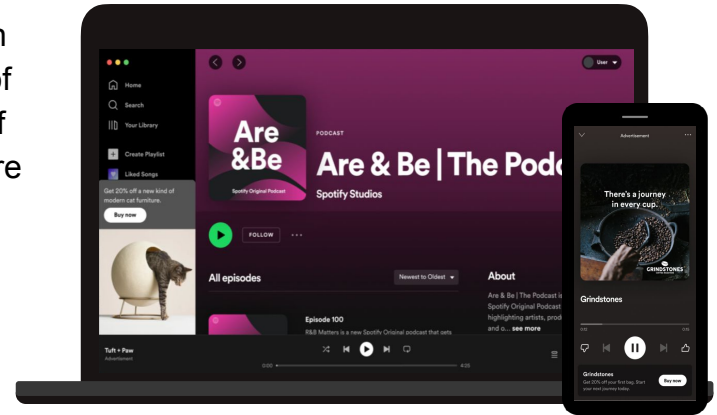
Spotify is the world's most popular audio streaming platform with 456 Million monthly active users (273M free).



# Spotify Podcast Ads

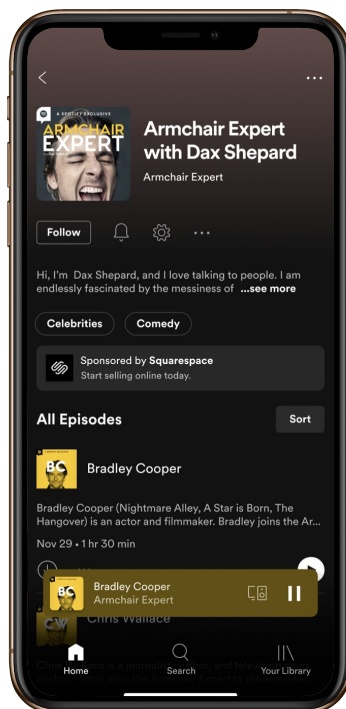
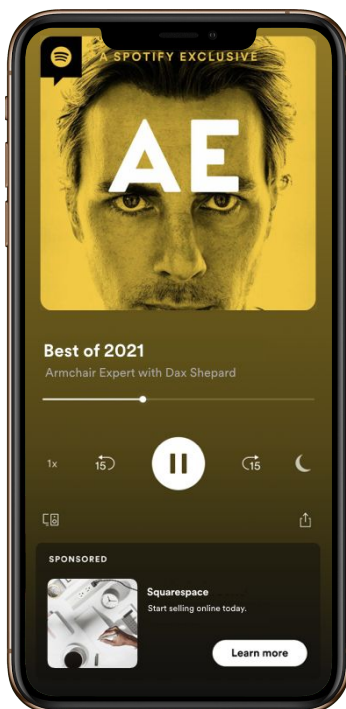
Podcasts are quickly becoming the center of attention and the medium's continued growth shows no signs of slowing down. According to Edison Research, 24% of Americans listen on a weekly basis. The intimate nature of podcasts makes them an ideal medium for advertisers to connect with engaged listeners.

## Reach listeners in relevant moments across the Spotify app



After hearing your ad, listeners will come into contact with your message again as they explore the Spotify app. CTA cards will appear in places relevant to where the ad was originally heard. Complement your podcast ad with a clickable link so listeners can tap to visit your site, app, or online destination.

With Spotify, you can target listeners by age, gender, location, language, device, podcast topic, and listening behaviors (interests and fan base).



## What sets podcast ads apart?

**48+**  
Minutes/day

Listeners spend over 48-mins per day listening to podcasts.

**54%**

of podcast fans say they're more likely to consider buying from a brand they hear advertised on podcasts.

## Spotify Podcast Ad with call-to-action (CTA) Card

