

## Libsyn AdvertiseCast Signs Exclusive Partnership with BiggerPockets Media Network

PITTSBURGH, July 19, 2022 - [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, today announced a new exclusive advertising partnership with [BiggerPockets](#), the leading real estate investing media network, on [AdvertiseCast](#). Libsyn’s AdvertiseCast is the industry’s premier podcast advertising marketplace, empowering brands to effectively target and reach a highly engaged and surging podcast audience. The seven-figure deal makes AdvertiseCast the exclusive sales channel partner representing the BiggerPockets podcast ad inventory.

BiggerPockets’ mission is to help people find personal freedom and financial flexibility through real estate investing. Under the terms of the deal, AdvertiseCast is supporting the podcasts within the BiggerPockets network: [Bigger Pockets Real Estate](#), [BiggerPockets Money](#), [The Real Estate Rookie Podcast](#), and [BiggerPockets Daily](#). The BiggerPockets network boasts the largest real estate investing community with two million-plus members; the number one real estate investing podcast with 110 million downloads since 2013; and two of the top 20 Business podcasts.

AdvertiseCast represents over 240 exclusive podcasts and the marketplace includes a broader network of more than 3,000 shows with more than 750 active advertisers in the last 12 months. The marketplace offers advertisers the unique opportunity to access highly sought-after podcast advertising inventory at scale.

“With its tremendous listenership growth, advertisers are increasingly turning to the intimate and highly captive podcast storytelling medium for its efficacy in driving measurable brand outcomes,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “Real estate investing is certainly a hot topic of interest for many and BiggerPockets has built a massive real estate investing community that’s highly desirable for many advertisers to reach and we look forward building on our partnership to further support the growth of BiggerPockets’ network of podcasts.”

“We are excited to expand our partnership with AdvertiseCast,” said Lisa Shroyer, General Manager of Media for BiggerPockets. “Having worked together for years already, we believe AdvertiseCast has the best team and platform in the industry to help us take our podcast business to the next level.”

Libsyn’s AdvertiseCast combines an industry-leading ad buying and management platform with full-service capabilities. With its comprehensive and innovative ad tech tools and insights, AdvertiseCast makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators.

### About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading ‘Podcasting As A Service’ platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2021, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn’s dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn’s [Glow](#); web hosting platform, [Pair](#); and Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

### About BiggerPockets

BiggerPockets is the complete resource for learning and succeeding in real estate investing. It’s a one-stop shop that provides invaluable education, effective tools and a robust community for millions of real estate investors. The platform delivers extensive real estate education and connects like-minded investors, brokers and lenders to dive into the world of real estate investing with confidence. The BiggerPockets Podcast covers the stories behind investing and is the No 1 real-estate show on iTunes with over 110 million downloads. The podcast business has

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grown to include BiggerPockets Money, The Real Estate Rookie, On the Market and InvestHer shows. The company has quickly become the largest indie book publisher in the United States with over 2 million books sold and titles that range from “The Book on Rental Property Investing” and “Buy, Rehab, Rent, Refinance, Repeat.” The company’s Chief Executive Officer is Scott Trench and Aaron Sallade serves as Chief Financial Officer. Follow BiggerPockets (#BiggerPockets) on Instagram, Twitter and Facebook and find additional information at [BiggerPockets.com](http://BiggerPockets.com).

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