

Libsyn's AdvertiseCast Strikes Exclusive Advertising Partnership with Viral Social Media Influencer Leo Skepi's "Aware & Aggravated" Podcast

PITTSBURGH, September 28, 2023 – [Liberated Syndication Inc.](#) ("Libsyn"), the leading all-in-one podcasting platform for creators and advertisers, today announced an exclusive advertising deal between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and [Aware & Aggravated](#), a top education and health and fitness podcast for those on a path of self-discovery and self-mastery that is hosted by viral YouTube & Instagram content creator **Leo Skepi**.

[Aware & Aggravated](#) is the ultimate self-transformation and self-development podcast. Launched in 2021, the podcast delivers a captivating weekly experience to a million monthly listeners, with each episode spanning approximately 40 minutes and filled with a wellspring of empowering and inspiring reflections and stories. The audio and video series is dedicated to the journey of personal growth and self-improvement, covering an array of topics, such as overcoming fitness fears, cultivating body acceptance, revisiting trauma, and sharing powerful emotional experiences.

"I am thrilled to join forces with Libsyn's AdvertiseCast in this exclusive partnership, as it presents an exciting opportunity to continue our mission of inspiring self-betterment. With their support, I look forward to delivering even more empowering content to our dedicated listeners while building meaningful connections between brands and our rapidly expanding and highly sought-after audience," said **Leo Skepi**, Host of Aware & Aggravated.

"We're excited to partner with such a dynamic content creator as Leo Skepi and the Aware & Aggravated podcast, connecting our expanding list of podcast advertisers with high value, engaged audiences. Through our advanced ad targeting and measurement capabilities, we're driving engagement and impact, offering a win-win for both Leo and advertisers," said **Trevr Smithlin**, Head of Publisher Relations at Libsyn's AdvertiseCast.

Libsyn's AdvertiseCast empowers brands to effectively target and reach a fast growing and coveted podcast audience and helps creators to monetize their audio and video content. The marketplace combines an industry-leading ad buying and management platform with full-service capabilities that makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators.

At the heart of this partnership is the incorporation of AdvertiseCast's advanced advertising solutions into the Aware & Aggravated podcast, encompassing both its **host-read** and **Automatic Ads** offerings. This allows the podcast to seamlessly integrate programmatic ad revenues into their host-read programs. By leveraging AdvertiseCast's advanced technology, Aware & Aggravated will deliver targeted ads that resonate with their audience, thereby enhancing engagement and overall effectiveness.

For more information or to advertise on the Aware & Aggravated podcast, please reach out to sales@advertisecast.com.

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. ("Libsyn") is the leading all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2022, the Company hosted over 75,000 shows and delivered over 8 billion downloads to listeners globally. Libsyn's [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn's [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting and domains platform, [Pair Networks](#). Visit libsyn.com or investor.libsyn.com for more Company information.

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