

Libsyn's AdvertiseCast Re-Ups Exclusive Advertising Partnership with Popular True Crime Podcast – Moms and Mysteries

PITTSBURGH, January 9, 2024 – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, today announced the renewal of an exclusive advertising deal between Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters, and [Moms and Mysteries](#), a popular true crime podcast.

Moms and Mysteries, represented by WME, is a true crime podcast hosted by Mandy and Melissa, two friends who deep dive into a new case each week. Conversational in tone and heavy on the levity, listeners will enjoy their original takes on both the well-known, and those lesser heard of true crime stories. Consistently featured in the top 100 of true crime podcasts on Apple Podcasts, the show has amassed more than 30 million downloads to date.

“As we continue to expand our focus to include more mysteries and unsolved crimes, Libsyn’s AdvertiseCast team has played a crucial role in our show’s expansion and monetization. I look forward to strengthening our partnership, leveraging their expertise and relationships to connect us with high caliber advertisers and amplify our listenership,” said **Melissa Rice**, editor and co-host of Moms and Mysteries podcast.

“True crime continues to dominate as a top genre in podcasting, drawing in a growing number of advertisers and listeners. We’re thrilled to renew our partnership with Moms and Mysteries, marking an exciting chapter where we’ll offer enhanced advertising tools, including our programmatic solutions and advanced measurement. Together, we’re elevating the podcasting experience for both advertisers and engaged true crime listeners,” 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 are AdvertiseCast’s advanced advertising solutions, encompassing both **Host-Read** and **Automatic Ads** offerings. This integration allows podcast creators to seamlessly blend programmatic ad revenues into their host-read programs. Leveraging AdvertiseCast’s full-service advertising platform, Moms and Mysteries will deliver targeted ads that resonate with their audience — and drives performance outcomes for advertisers.

For more information or to advertise on the Moms and Mysteries 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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