

Libsyn's AdvertiseCast Signs Exclusive Partnership with Lore, the Critically Acclaimed Haunting Podcast That Will Keep Listeners on Edge

PITTSBURGH, January 18, 2023 – [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, today announced an exclusive, multi-year advertising deal between Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters, and [Lore](#), an award-winning, critically-acclaimed podcast about true life scary stories that is hosted by one of the most successful podcast producers in the world, Aaron Mahnke. In addition to leveraging AdvertiseCast’s ad platform, Lore will also be leveraging Libsyn’s Auto Ads solution to augment their host-read program with programmatic ad revenue.

Launched in 2015, Lore is a bi-weekly podcast about dark historical tales. Each episode explores the mysterious creatures, tragic events, and unusual places that fill the pages of history. Because sometimes the truth is more frightening than fiction. The extraordinarily successful podcast has racked up nearly half-a-billion downloads, been adapted for two seasons of television on Amazon Prime and published as a three-book set from Penguin Random House.

Lore is also a multiple winner of the iTunes Annual Best list and has also been the recipient of the “Best History Podcast” designation by the Academy of Podcasters. The podcast’s following has remained steady and is currently not only Apple’s #1 History podcast, but also one of the top History podcasts in the world. As it explores the creatures, people, and places of our wildest nightmares, Lore has amassed more than 40,000 5-star reviews on Apple and has over 400 million listens.

“AdvertiseCast is proud to be the exclusive partner for Lore, and we are excited to work with Aaron who is such a renowned podcast creator. We look forward to bringing valuable opportunities for advertisers in reaching highly engaged audiences on one of the world’s most downloaded history shows,” said Dave Hanley, Chief Revenue Officer, Libsyn’s AdvertiseCast. “We’re already seeing positive feedback from the podcast’s existing roster of advertisers, and we look forward to introducing both Mahnke and Lore to the many brands and agencies we work closely with.”

“Lore is an exceptional show that we’re especially proud to offer to our advertisers at AdvertiseCast,” added Rick Selah, Senior Vice President, Content Partnerships, Libsyn’s AdvertiseCast. “We are grateful that Oren Rosenbaum and his team at United Talent Agency initiated and helped forge this new partnership between Aaron and our company.”

“Podcast audiences are growing rapidly worldwide and Lore’s new partnership with Libsyn creates a clear opportunity for brands to align with our unique production and reach our growing community of listeners,” said Aaron Mahnke, Creator, Producer, and Host, Lore. “In fact, Libsyn was the hosting platform I used to publish my very first episode of Lore back in the Spring of 2015. So, I’m delighted to bring that story full circle by partnering with their remarkable AdvertiseCast team. Lore has always been an ideal show for advertisers—it is evergreen and timeless, incredibly successful, and revered by millions of listeners globally.”

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.

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

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 hosted over 75,000 shows with 5.8 million podcast episodes and delivered over 6 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 platform, [Pair Networks](#). Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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