

Acast and Slate Partner to Bring Publisher's Premium Audiences to Advertisers in the US and Beyond

Acast, the global powerhouse of podcasting, today announces a new partnership with respected publisher Slate. Acast will become the exclusive ad sales and distribution partner for Slate's network of podcasts, established over 20 years ago. The signed contract adds more than 1.5 million weekly listens of premium, trusted content to Acast's marketplace, reinforcing US growth.

Slate's acclaimed portfolio includes *Political Gabfest*, *Slow Burn*, *What Next*, *Death, Sex & Money*, *Amicus* and many more, offering in-depth analysis and reporting on politics, news, business, technology, and culture. Slate's shows also have strong engagement beyond its robust audio business, across YouTube, live shows, and more, providing additional avenues for advertisers to engage with its dedicated audiences.

The addition of Slate's portfolio brings more than 1.5 million weekly listens of trusted content to Acast, as well as strong international reach, and expands Acast's network of premium publishers including The Athletic, TED, the Economist and PBS NewsHour. This move will also leverage Acast's global expertise to connect Slate's content with advertisers in both the US and markets around the world.

"We always say that podcasts are sought, not served to audiences. Podcasters are the purest form of narrative influence, and Slate's portfolio of trusted shows exemplifies that," said Greg Glenday, Acast CEO. "Partnering with a brand-safe, brand-friendly powerhouse with such strong journalistic standards is a major win for Acast, our advertisers and audiences."

"This partnership is a crucial step in scaling our podcast network while maintaining our unique editorial voice," said Dan Check, CEO of Slate. "Acast's focus on podcasting and their relationships with advertisers will help us unlock the full value of our audio content and connect our hosts and audiences with brands who recognize the quality of our journalism."

For more information

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About Acast

Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans over 140,000 podcasts, 3,300 advertisers and one billion quarterly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq Stockholm (ACAST).

About Slate

Slate is a daily online magazine and podcast network that helped invent the voice of the web. Founded in 1996, Slate is a general-interest publication offering analysis and commentary about politics, news, business, technology, and culture. Slate's strong editorial voice and witty take on current events have been recognized with numerous awards, including the National Magazine Award for General Excellence Online.

Slate's podcast network, established in 2005 with the launch of Political Gabfest, produces more than 20 podcasts, including Slow Burn, Culture Gabfest, What Next, Decoder Ring and more.

Attachments

[Acast and Slate Partner to Bring Publisher's Premium Audiences to Advertisers in the US and Beyond](#)