

True Native Media launches partnership with Multitude

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True Native Media, a premier podcast representation agency, is launching a new partnership with Multitude, an independent podcast collective. Multitude will add seven shows to the agency's roster. These genre-spanning shows, including comedy, sports, and digital culture, will benefit from exclusive advertising opportunities and dedicated representation.

"As the podcast industry enters a new era, it's more important than ever to partner with other organizations that put creators first," Amanda McLoughlin, Founder and CEO of Multitude, said. "The team at True Native loves podcasts, understands what draws listeners to our medium, and are perfectly positioned to help Multitude's clients earn sustainable livings online."

McLoughlin created Multitude to support podcasts that educate, entertain, and inspire listeners. Today, the collective is home to eight member shows, including *This Guy Sucked*, and provides production support to a dozen more, including *The Allusionist* and *The Distraction*. True Native Media will provide advertising opportunities for brands looking to connect with Multitude's engaged online communities.

"Part of what makes podcast advertising so effective is authenticity and meaningful connections between host and audience," Heather Osgood, Founder and CEO of True Native Media, said. "That is exactly what makes Multitude such an exciting collective to work with. Their shows cover a wide range of topics, but the thing that unites them is their authentic, joyful energy. We're excited to grow and succeed with them, and looking forward to a successful partnership."

For more information about advertising on Multitude collective shows, please visit www.truenativemedia.com or email info@truenativemedia.com.

About True Native Media

True Native Media is a leading podcast representation firm dedicated to connecting podcasters with advertisers to create impactful and engaging content. Through innovative advertising solutions, True Native Media enables brands to effectively reach their target audiences in the thriving podcasting ecosystem.



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