

Built on Trust. Backed by Results.

Building lasting partnerships through authentic storytelling.



Since joining the True Native Media roster in 2022, The Murder Sheet has grown from a niche investigative podcast into a trusted platform for national advertisers looking to connect with highly engaged audiences through authentic host-read storytelling.

Through a thoughtful, long-term partnership strategy, the show evolved beyond short-term test campaigns into a reliable destination for brands seeking sustained audience connection and measurable campaign impact. Along the way, The Murder Sheet has strengthened its position as a standout environment for advertisers who value trust, consistency, and meaningful listener engagement.

Impression Growth

+233%

Revenue Growth

3.2x

Repeat Advertisers

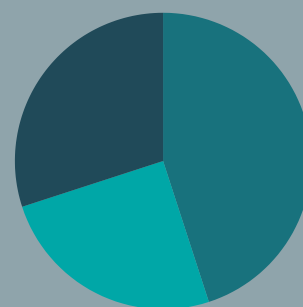
75%

Advertiser Snapshot

Brands across a wide range of mission-driven categories continue to invest in The Murder Sheet. To date, the show has partnered with over **35 individual lifetime advertisers**, with typical campaign maturity evolving from **one-month tests to 12-month annual commitments**.

The largest share of advertisers comes from categories that align closely with the audience's interests, including Retail (Women's Apparel & Jewelry), Home & Cyber Security, and Gaming.

- Retail
- Cyber Security
- Gaming



Testimonial

"One of the things we appreciate most about working with True Native Media is that they approach podcast partnerships as relationships, not transactions. Their team has taken the time to understand our show, communicate openly, and create opportunities that support both our audience and our business. They've become a trusted extension of our team and an important part of our continued growth."

Kevin Greenlee, Host

Ad Sample



Listen Now