

# Best True Crime Podcasts + Brand Sponsorships

True-crime podcasts have become a popular force in the podcast industry in the last few years. Listeners love to tune into the mystery and unravel the cases that grip audiences. So it's no surprise that true-crime podcasts constantly top the most popular podcast lists. These popular podcasts make for the perfect opportunity for sponsors to get their names out to thousands of listeners.

This article will cover some of the best true crime podcasts and the brands that sponsor them to give you a glimpse into the podcast industry and its marketing.

## [Serial](#)

Serial is an investigative journalism podcast that is largely believed to have set off the true-crime podcast craze, with over 340 downloads of seasons 1 and 2 as of September 2018. The first season focuses on the 1999 murder of Hae Min Lee, who was an 18-year-old student at Woodlawn High School in Baltimore, Maryland. Her ex-boyfriend, Adnan Syed, was convicted of first-degree murder and sentenced to life in prison plus 30 years for the crime, though he claims his innocence.

This podcast comes from the makers of *This American Life* and does a great job of reminding us that murder cases aren't as simple as we think they are. With the retelling of this case, listeners will learn the ins and outs of the case where nothing is quite clear-cut. This remarkable piece of long journalism is fantastic storytelling. There's a reason this podcast is so popular, and you'll want to check it out for yourself.

Brands caught on to Serial's popularity early and sponsored the podcast through commercials on the show. Mailchimp was the show's first sponsor. After that, the [Atlantic](#) interviewed the Marketing Director and mentioned that they don't usually advertise on podcasts. Still, they decided to advertise on Serial since they loved the podcast so much. Other sponsors include Squarespace, Amazon's Audible, and ZipRecruiter.

## [My Favorite Murder](#)

If you want to feel like you're sitting down with two best friends chatting about true crime and laughing at jokes, My Favorite Murder is your podcast. Hosts Georgia Hardstark and Karen Kilgariff put the perfect amount of feminine spin on their favorite stories of murder and hear hometown crime stories submitted by fans.

Unlike many other podcasts, these two don't try too hard to be perfect. They let you into their lives, and the podcast itself isn't overly edited. It feels casual and series simultaneously, while the host's work as comedians in the best way. The show's first episode in 2016 dove right into the actual crime world and covered the Jon Benet Ramsey case and the Sacramento East Area Rapist case. One of the fan-favorite episodes includes Episode 75: Breakfast Wine. This episode covers 1979 Mainline Murders, and the hosts go off on some funny tangents.

My Favorite Murder has a large following of fans and has several brand sponsors to follow. As a result, it's pretty common to hear about a different brand during breaks in episodes. Some brands that sponsor My Favorite Murder include CBS, HelloFresh, Instacart, and Warby Parker.

## [Crime Junkie](#)

Crime Junkie is another fan-favorite podcast and is consistently ranked in the top five on true-crime podcast charts. This podcast has over 500 stories and covers everything from missing person cases to murders, conspiracies, infamous killers, and more. One of the best parts of the podcast is the extensive background research that Ashley Flowers and Britt put into the stories they tell. With over 500 million downloads, this podcast is popular with listeners.

Their first podcast episode covered the case of Niqui McCown, the story of an Indiana woman who disappeared from a laundry mat just weeks before her wedding. Other episodes that are well known include the MURDERED: Laci Peterson episode, which offers a fresh perspective on the case for their fans. Another favorite includes WANTED: Killer on the High Bridge, which tells the story of the tragic murder of two teenage girls near Ashley and Britt's hometown.

Crime Junkie proudly lists its [sponsors](#) on its website and features more throughout its weekly episodes. Crime Junkie's sponsors include CarMax, American Home Shield, Better Help, Hunt a Killer Game, SimpliSafe, and more.

## [Last Podcast On The Left](#)

Before Last Podcast On The Left joined Spotify exclusively in 2019, it had 2.5 million downloads per week. This top-rated podcast is led by Ben Kissel, Marcus Parks, and Henry Zebrowski. It discusses both imagined and real horrors, covering everything from slashers to demons, cults, and serial killers. With the perfect mix of paranormal and dark comedy, the hosts lead listeners through the story narrative throughout their 700 episodes.

Last Podcast on The Left's most popular episodes cover well-known cases such as Episode: 122 Dahmer Part 1: Infinity Land. This episode dives deep into the story behind Jeffrey Dahmer. It is considered one of the best episodes of the podcast series. Another favorite includes Episode 129: O.J. Simpson, which offers a funny perspective on this infamous murder case.

Like other podcasts, Last Podcast on The Left features several sponsors on their podcast. However, if fans join Patreon, they can get ad-free episodes. Some of their sponsors include Dollar Shave Club, Raycon, Betterhelp, and Quip.

## [And That's Why We Drink](#)

And That's Why We Drink feels like a spooky sleepover with girlfriends, giggling and chatting about the latest gossip and, in this case, true crime and paranormal stories. This weekly comedy and true-crime podcast are hosted by Christine Shiefer and Em Schulz, with the first episode premiering in 2017. The podcast has over 80 million lifetime downloads and is routinely featured in the top 20 comedy podcast charts. Listeners love the mix of chilling ghost tales and true crime stories discussed weekly.

The show's debut episode covers one of the most haunted places in the United States, called the Winchester Mystery House and the Jonestown Massacre. There are several fan-favorite episodes, including Episode 11, which dives deep into the case of Elisa Lam and talks about a haunted wine cabinet. Other fan favorites include Episode 6, which covers the notorious story of Robert the Doll and Elizabeth Smart's kidnapping.

This podcast is just as popular with sponsors as with fans and features several different advertisements through its episodes. In addition, fans of the podcasts talk about the recommended products in episodes in online forums, which is exciting for advertisers. Their sponsors include Skillshare, Hellofresh, Thirdlove, Zola, and ZipRecruiter.

## [Casefile](#)

Led by an anonymous host, this Australian crime podcast discusses solved and cold criminal cases which frequently feature well-known murders and crimes. The style of this podcast is a bit different than others on this list, as it is scripted and more narrative-like, depending primarily on original police and media documents, eyewitness stories, and interview recordings. Significant cases are given several-week broadcasts, and case updates are provided.

Casefile debuted on January 9th, 2016, with an episode focused on The Wanda Beach Murders. In this case, two fifteen-year-old girls were found murdered on the beach in Sydney. The host even covers topics such as the Silk Road in Episode 76. He covers this black market on the dark web in-depth for listeners. Another fan favorite is the 6-part East Area Rapist coverage, which starts with Episode 53.

Even though Casefile is an Australian-based podcast, they still have a lot of sponsors throughout their several seasons of episodes. Sponsors have learned that podcasts are a great place to market to fans. Some of Casefile's recent sponsors include Scribd, BetterHelp, SimpliSafe, Allbirds, and ShipStation.

## [Scam Goddess](#)

This podcast is hosted by actress Laci Mosley and a new weekly guest who covers the other side of true crime. Her podcast, Scam Goddess, talks about scammers, conmen and women, robberies, and fraud while telling a well-rounded story. This show is newer to the true-crime podcast space as it debuted in September 2019. Still, it has covered stories like the Ukrainian adoption grifter and Theranos' Elizabeth Holmes.

Before the Netflix fame, Scam Goddess covered the Anna Delvey case in-depth as the debut episode. Paul F. Tompkins joined this episode with host Laci Mosley for this fantastic episode. One of the fan-favorite episodes, so much so that [Vulture](#) wrote about it, is called [The Boy Band Bummers with Teresa Lee](#). This episode covers the story of Lou Jay Pearlman, once a boy band manager who wound up being an abuser indicted for financial crimes.

Scam Goddess has gotten a lot of positive press and remains popular with listeners. A different company sponsors each episode. Some sponsor examples include Pretty Litter, Dashlane, Betterhelp, and State Farm.

**True crime podcasts reach diverse audiences and attract millions of downloads. It is the perfect way to put your business directly in front of consumers while they are already listening to the content they love.**

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