LSMG
ECOSYSTEM

2026 MEDIA KIT / CUSTOM BRAND ACTIVATIONS

MAKE A MOMENT.

Build a connection.

LAUNCHES • EXPERIENCES • BRANDED CONTENT

ACTIVATION.THELSMG.COM



LEDGERA · THE LAST SHOT PODCAST · LEDGERA MODELS · LSMG CREATIVE

LAST SHOT MEDIA GROUP

BUILT FOR WHAT'S NEXT.

LSMG is an independent, Black-owned creative holding company founded in 2020 by two Morehouse men, Zachary Heneden and Julien Serrano-O'Neil. We bring a launch, an experience or an idea into our ecosystem and build it out across editorial, podcast, video, photography, social and on-location coverage.

Where creativity becomes capital.

2020

FOUNDED

70+

COUNTRIES REACHED

OUR FOOTPRINT

ORLANDO · DALLAS · NEW YORK · ATLANTA

CREATIVE SERVICES

- BRAND DEVELOPMENT
- MEDIA PRODUCTION
- VIDEO
- PHOTOGRAPHY
- PR & COMMUNICATIONS
- TALENT BOOKING
- EVENT COVERAGE
- CREATOR COLLABORATIONS

THREE WAYS TO ACTIVATE

CHOOSE YOUR MOMENT.

01

BRAND STORY

Give your launch a story.

Coordinated sponsored storytelling, editorial-format content, podcast integration and social amplification.

02

CULTURE + EXPERIENCE

Meet the moment.

Event coverage, custom brand experiences and content built around a relevant cultural occasion.

03

MULTIMEDIA

Create with purpose.

Branded video, short-form concepts and production support with LSMG. Scope and distribution agreed together.

BUILT FOR BRANDS IN

FASHION / BEAUTY / SPORTS / FOOD & BEVERAGE / FINANCIAL SERVICES / TECH / CONSUMER GOODS

ONE MOMENT. EVERY FORMAT.

BUILT TO TRAVEL.

A single activation can move across the whole LSMG ecosystem. We plan coverage once and turn it into editorial, audio, video, photography and social, so your brand keeps showing up long after the moment.



01 LEDGERA feature	02 Interviews
03 Podcast episode	04 YouTube video
05 Reels & Shorts	06 Photography
07 Field notes	08 Special edition
09 Live reporting	10 Partner content

COVERAGE HISTORY

WE'RE IN THE ROOM.

TRIBECA FILM FESTIVAL / CANNES FILM FESTIVAL / NEW YORK FASHION WEEK / RUNWAY 7 / VANCOUVER QUEER FILM FESTIVAL / INAUGURAL ALZA FESTIVAL / 6TH ANNUAL HEART & SOUL MUSIC FESTIVAL / ROLLING LOUD / TWITCHCON SAN DIEGO / WWE / TNA WRESTLING / AEW / DALLAS COWBOYS / TEXAS RANGERS / COMIC CON / FAN EXPO DALLAS / URBANFEST 360 FILM FESTIVAL

Credentialed press, on-location interviews, photography and editorial: the same team and infrastructure we bring to every brand activation.

THE REACH BEHIND THE STORY

CULTURE TRAVELS. SO CAN YOUR BRAND.

983.3K+
ORGANIC SOCIAL + VIDEO VIEWS

30K+
COMBINED FOLLOWERS + SUBSCRIBERS

455.5K+
META REACH

35.7K+
META CONTENT INTERACTIONS

70+
COUNTRIES REACHED

40K
UNIQUE PAGE VIEWS

20K
UNIQUE WEBSITE VISITORS

6,500+
PODCAST PLAYS + DOWNLOADS

20,000
LEDGERA DIGITAL READERS

79%+
PODCAST AUDIENCE AGES 18–34

90%+
U.S. PODCAST LISTENING

Figures provided by LSMG analytics, updated October 2026. Cumulative ecosystem totals across social, video, podcast and web platforms; not unique audience counts or guaranteed campaign results.

INVESTMENT

SCOPED TO YOUR GOALS.

CUSTOM ACTIVATION

Let's talk

Launches, events and cultural moments shaped around your audience, timeline and investment range, with a tailored proposal.

CULTURE STARTER

$2,500+

- Full-page LEDGERA issue ad
- Sponsored web feature
- Social placement
- Campaign reporting

AMPLIFY

$5,000+

- Two-page digital spread
- Sponsored editorial feature
- Social campaign + newsletter
- Interview or video integration

SIGNATURE

$7,500+

- Premium issue placement
- Multimedia branded story
- Podcast or video integration
- Expanded reporting + exclusivity consideration

Packages are starting points. Final scope, deliverables, timing and reporting are confirmed in a tailored proposal.

START WITH THE GOAL

BUILD THE RIGHT MIX.

01

Discover

Agree on the brand, audience and objective.

02

Design

Shape creative, formats and distribution across LSMG.

03

Align

Confirm deliverables, timing and reporting in the proposal.

OUR STANDARDS

Editorial independence

Partnerships do not purchase favorable editorial coverage. LEDGERA keeps its own standards.

Brand fit first

Every activation is shaped around brand fit, audience and availability.

Honest numbers

Reach is reported as cumulative totals, never as guaranteed results.

LET'S PARTNER

YOUR NEXT CHAPTER.
OUR ENTIRE ECOSYSTEM.

Premium brand activations, sponsorships and media placements.
Your brand, in the spaces that move the conversation.

BUILD YOUR CAMPAIGN

ACTIVATION.THELSMG.COM

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Explore our work: media.thelsmg.com



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