LSMG ECOSYSTEM

LEDGERA — THE RECORD OF CULTURE

LS — THE LAST SHOT PODCAST — An LSMG Show

LEDGERA MODELS

BRAND ACTIVATIONS • SPONSORSHIPS • MEDIA PLACEMENTS

Your brand, in the spaces that move the conversation.

2026 MEDIA KIT / BRAND PARTNERSHIPS

DON'T JUST SHOW UP.

Be part of culture.

BRAND ACTIVATION • ADVERTISING • SPONSORSHIP

ACTIVATION.THELSMG.COM



LAST SHOT MEDIA GROUP

BUILT FOR WHAT'S NEXT.

Last Shot Media Group (LSMG) is an independent, Black-owned creative holding company founded in 2020 by two Morehouse men, Zachary Heneden and Julien Serrano-O'Neil. What began as a conversation is now an ecosystem: an editorial publication, an original interview show, credentialed festival and event coverage, and custom brand work built around the stories shaping culture.

Where creativity becomes capital.

2020

FOUNDED

70+

COUNTRIES REACHED

OUR FOOTPRINT

ORLANDO · DALLAS · NEW YORK · ATLANTA

WHAT WE DO

- EDITORIAL PUBLISHING
- PODCAST & VIDEO
- EVENT COVERAGE
- PR & COMMUNICATIONS
- TALENT BOOKING
- BRAND PARTNERSHIPS
- MEDIA PRODUCTION
- PHOTOGRAPHY

MEDIA. TALENT. STORIES. OPPORTUNITY.

ONE ECOSYSTEM. MULTIPLE WAYS IN.

LEDGERA
THE RECORD OF CULTURE

READ

LEDGERA Magazine

The Record of Culture. Digital issues, special editions, interviews and features across film, fashion, music, sports and business.

TLS
THE LAST SHOT PODCAST
An LSMG Show

WATCH + LISTEN

The Last Shot Podcast

Long-form conversations with the people shaping culture, on Spotify, Apple Podcasts, YouTube and social video.

LEDGERA
MODELS

STYLE

LEDGERA Models

LEDGERA's fashion and talent imprint, carrying the publication's visual identity into fashion and talent.

LSMG
ECOSYSTEM

CONNECT

LSMG Brand Activations

Custom campaigns, cultural experiences and coordinated placements across owned media and creative services.

LSMG
CULTURE HUB

EXPLORE

The Culture Hub

One destination for everything LSMG: the latest episodes, editions, Case Files and festival coverage.

Last Shot Media Group is the company. LEDGERA is the publication. The Last Shot Podcast is an original LSMG show. Each property keeps its own identity while strengthening the same creative ecosystem.

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

79%+
PODCAST AUDIENCE AGES 18–34

42%+
AUDIENCE AGES 23–27

90%+
U.S. PODCAST LISTENING

Across Instagram, Facebook, LinkedIn, YouTube, TikTok, Spotify, Apple Podcasts and LSMG websites. Figures provided by LSMG analytics, updated October 2026. Cumulative ecosystem totals across platforms; not unique audience counts or guaranteed campaign results.

FESTIVALS · FASHION · SPORTS · WRESTLING · CREATORS

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, turned into podcast episodes, LEDGERA features, special editions and short-form video.

RECENT CONVERSATIONS

Ed Perkins & Jonathan Chinn — *Clown Panic*
Director and producer interviews

Saila Kariat — *Jesus Land*
Filmmaker interview; podcast + LEDGERA coverage in production

Inaugural ALZA Festival
Festival article and film reviews in production

Mohamed Taher — *32B*
2026 Tribeca Award, Best Narrative Short

M By Elegance — TNA Wrestling
Interview + LEDGERA Issue 05 cover feature

Trey Miguel — TNA Wrestling
Wrestling, life and the road through TNA

Deonna Purrazzo
Editorial Q&A interview

Runway 7 — New York Fashion Week
37-page LEDGERA special edition

Eli Morris — VQFF 2026
The future of queer cinema

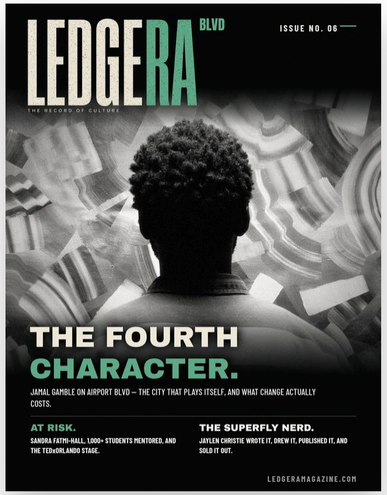
LSMG
LEDGERA

LEDGERA MAGAZINE / THE RECORD OF CULTURE

MAKE THE PAGE YOURS.

A digital-first publication built for cultural discovery, covering fashion, film, music, entertainment, entrepreneurship and lifestyle. LEDGERA publishes for reading, sharing, search and continued access beyond a single release date.

20,000 DIGITAL-FIRST MAGAZINE READERS



ISSUE NO. 06
The Fourth Character



NYFW SPECIAL EDITION
Runway Seven



ISSUE NO. 05
Tower of Elegance

FORMATS

- Digital issues & special editions
- Original interviews & profiles
- Festival & runway dispatches
- Case Files & visual editorials
- Newsletter & web features
- Social-first storytelling

LEDGERA ADVERTISING & EDITORIAL PARTNERSHIPS

CHOOSE YOUR VISIBILITY.

DIGITAL ISSUE PLACEMENTS

Quarter-page advertisement	$350
Half-page advertisement	$650
Full-page advertisement	$1,000
Two-page editorial spread	$1,750
Inside back cover	$1,750
Inside front cover	$2,000
Digital back cover	$2,500

Starting investment. All placements begin with a brand-fit and editorial review. Partnership does not purchase favorable editorial coverage; LEDGERA keeps its own editorial standards.

DIGITAL & EDITORIAL

Website advertisement	$250
Sponsored social media post	$300
Newsletter feature	$350
Digital magazine placement	$400
Sponsored article	$500
Social + website bundle	$750
Brand spotlight	$750
Founder or executive profile	$1,000
Product or event feature	$1,000
Sponsored editorial package	$1,500

THE LAST SHOT PODCAST
An LSMG Show
POWERED BY LSMG HOLDINGS

THE LAST SHOT PODCAST / AN LSMG SHOW

JOIN THE CONVERSATION.

Long-form conversations with filmmakers, artists, athletes, wrestlers, entrepreneurs and change makers. The show goes past the finished work to the journey, the process and why it matters, then travels as full episodes, video and short-form clips.

SPOTIFY | APPLE PODCASTS | YOUTUBE | INSTAGRAM | TIKTOK



CO-FOUNDER / CO-HOST

Zachary Heneden

Co-CEO & Creative Director, LSMG Editor-in-Chief, LEDGERA Magazine

Zachary co-founded Last Shot Media Group to build the kind of creative infrastructure talent rarely gets in one place. He leads creative direction, PR execution, original series development, editorial output and day-to-day work across LSMG properties, including LEDGERA.



CO-FOUNDER / CO-HOST

Julien Serrano-O'Neil

Co-CEO & Head of Operations, LSMG

Julien co-founded Last Shot Media Group and leads operational systems, business development and organizational infrastructure across LSMG. His work connects the company's creative ambitions to the structure required to scale partnerships, talent activity and long-term business operations.

EPISODE, SHORT-FORM & SERIES SPONSORSHIPS

YOUR BRAND. OUR CONVERSATION.

COMMUNITY PARTNER
2-WEEK CAMPAIGN

$500

- Episode recognition
- Episode-description links
- Social recognition + IG tagging
- Website logo placement

GROWTH PARTNER
4-WEEK CAMPAIGN

$1,500

- All Community benefits
- Up to 4 episode integrations
- Social + short-form + custom activation
- Campaign performance recap

PREMIER PARTNER
8–10 WEEK CAMPAIGN

$5,000

- All Growth benefits
- Sustained episode integration
- Short-form branded content
- Multiple activations + category exclusivity

À LA CARTE

Episode presenting **from $750**

Featured interview **from $1,000**

Short-form partner **from $1,500**

Series presenting **from $7,500+**

CUSTOM BRAND ACTIVATIONS

MAKE A MOMENT.

Build a connection.

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 PLATFORM OR THE WHOLE ECOSYSTEM

ONE PARTNERSHIP. EVERY FORMAT.

CULTURE STARTER

$2,500+

- Full-page digital 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

CUSTOM ACTIVATION

Let's talk

Launches, events and cultural moments scoped to your goals, audience, timeline and investment, delivered across LEDGERA, The Last Shot Podcast and LSMG creative services.

Starting investment. Final scope, deliverables, timing and reporting are confirmed in a tailored proposal.

START WITH THE GOAL

BUILD THE RIGHT MIX.

01

Discover

Tell us what you're launching, who you want to reach and which channels fit the campaign.

02

Design

We shape the concept, creative, formats and distribution across the right LSMG platforms.

03

Align

Deliverables, timing and reporting are confirmed in a tailored proposal before launch.

OUR STANDARDS

Editorial independence

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

Brand fit first

All advertising and sponsorships are subject to brand fit, availability and review.

Honest numbers

Reach is reported as cumulative totals, never as guaranteed results. Recaps included with select tiers.

LET'S PARTNER

YOUR NEXT CHAPTER.
OUR ENTIRE ECOSYSTEM.

Premium brand activations, sponsorships and media placements. One platform or the whole LSMG ecosystem. Your brand, in the spaces that move the conversation.

BUILD YOUR CAMPAIGN

ACTIVATION.THELSMG.COM

info@lastshotmediagroup.com

LEDGERA editorial & advertising: info@ledgeramag.com



lastshotmediagroup.com · ledgeramagazine.com

lastshotpodcast.net · media.thelsmg.com

@lastshotmediagroup · @theledgera · @thelastshotpodcast

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