



THE LAST SHOT PODCAST

An LSMG Show

POWERED BY LSMG HOLDINGS

CULTURE | ENTERTAINMENT | SPORTS | MEDIA | BUSINESS | COMMUNITY

CONVERSATIONS
WORTH
HAVING.

YOUR BRAND. OUR CONVERSATION. A BIGGER AUDIENCE.

PARTNER WITH

THE LAST SHOT PODCAST

SPONSORSHIPS • BRAND PARTNERSHIPS • CAMPAIGN INTEGRATIONS

LSMG

LEDGERA
THE RECORD OF CULTURE

*Culture
Lives
Here.*

THE LSMGECOSYSTEM

MEDIA. TALENT. STORIES. OPPORTUNITY.

LSMG

LAST SHOT MEDIA GROUP

A media company built for what is next. LSMG creates opportunities, elevates voices and connects brands to the stories shaping what comes next.

TALENT / MEDIA / PARTNERSHIPS / COMMUNITY

LEDGERA

THE RECORD OF CULTURE

LEDGERA Magazine highlights the people, ideas and movements shaping culture, business, entertainment and community.

**DIFFERENT PLATFORMS.
A STRONGER TOMORROW.**

THE LAST SHOT PODCAST

AN LSMG SHOW

Unfiltered conversations with leaders, creators, athletes, artists, entrepreneurs and change makers. The show shares journeys, lessons and ideas that inspire action.

REAL STORIES. REAL IMPACT.

TheLastShot Podcast highlightsthevoices, ideasantexperiences shaping culture, entertainment, sports, media,businessand community.

- 01

AMPLIFY

Diverse voices
- 02

SPOTLIGHT

Leaders and creators
- 03

EXPLORE

Ideas that matter
- 04

INSPIRE

Action and opportunity
- 05

STRENGTHEN

Community through conversation

REAL PEOPLE. REAL CONVERSATIONS.
REAL PERSPECTIVE.



S | MEDIA | BUSINESS | COMMUNITY

REAL
PEOPLE.
REAL
CONVERSATIONS.
REAL
IMPACT.

LSMG | LEDGERA
THE RECORD OF CULTURE

REAL REACH.**REAL OPPORTUNITY.**

30K+

Combined Followers + Subscribers

900K+

ORGANIC SOCIAL VIDEO VIEWS

440K+

META REACH

79%+

PODCAST AUDIENCE AGES 18-34

70+

COUNTRIES REACHED

90%+

COUNTRIES REACHED

42%+

COUNTRIES REACHED

20K+

META CONTENT INTERACTIONS

FIGURES PROVIDED BY LSMG ANALYTICS UPDATED SEPTEMBER 2026.

TWO HOSTS. **PLENTY TO SAY.**

Two Morehouse men, two different perspectives, one show that has grown with them.



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.

PARTNER **WITH US.**

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 Partner benefits
- Up to 4 episode integrations
- Social + short-form integration
- Custom audience activation
- Campaign performance recap

PREMIER PARTNER

8-10 WEEK CAMPAIGN

\$5,000

- All Growth Partner benefits
- Sustained episode integration
- Short-form branded content
- Multiple audience activations
- Category exclusivity

À LA CARTE OPTIONS

EPISODE PRESENTING

FROM \$750

FEATURED INTERVIEW

FROM \$1,000

SHORT-FORM PARTNER

FROM \$1,500

SERIES PRESENTING

FROM \$7,500+

Partnership does not purchase favorable editorial coverage. LEDGERA Magazine remains a separate LSMG media property with its own editorial standards.

For the full media kit, email info@lastshotmediagroup.com.

HAVE SOMETHING WORTH TALKING ABOUT?

SPONSORSHIPS. PARTNERSHIPS. ACTIVATIONS. BRAND COLLABORATIONS.

We welcome pitches involving film, television, music, entertainment, sports, professional wrestling, books, creators, entrepreneurship, community impact, media, culture and emerging projects.

info@lastshotmediagroup.com

BE A GUEST

Share your story. Inspire the culture.

PARTNER WITH US

Brands. Creators. Organizations.

ACTIVATE

Custom campaigns. Real audiences.

COLLABORATE

Ideas that create lasting impact.

THE SHOW IS ONE PART OF A BIGGER STORY.

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

lastshotmediagroup.com / ledgeramagazine.com

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THELASTSHOTPODCAST / MEDIAKIT2026



COMMUNITY

5/

CULTURE
ENTERTAINMENT
SPORTS
MEDIA
BUSINESS
COMMUNITY

ON AIR

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Lives
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LSMG

CREATE.
CONVERSE.
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MENTING
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