




How Business Legends Become the Influence

Produced by
Gregory Brenig



Welcome to Business Legend Media Kit



Where
decision-
makers become
legends

Business Legend – Official Media Kit

About the Podcast

- Bilingual business podcast (FR/EN) hosted by Gregory Brenig.
- Filmed interviews with founders, investors, and top executives.
- Goal: showcase the human stories behind success.
- Available on LinkedIn, Amazon Music, Deezer, Spotify, YouTube, Apple Podcasts, and more.



Key Metrics & Audience

- **Top 100** most-listened **business podcasts** in Europe.
- Broadcast in **+120 countries**
- Target audience: B2B **decision-makers**
- **Strong growth** via LinkedIn and multi-platform distribution.

INSPIRING PODCAST



Why Sponsor Business Legend

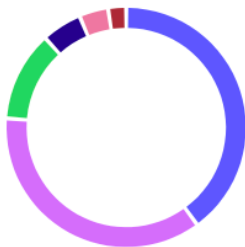
- Premium visibility with business leaders and innovators.
- Credibility through authentic storytelling.
- Global reach thanks to bilingual format.
- Evergreen content: episodes stay relevant and visible.

Audiences Insights

Plateformes

Applications

Appareils



Deezer	40,8 %
Apple Podcasts	36,9 %
Spotify	11,9 %
Navigateur web	5 %
Amazon Alexa	3,5 %
Autre	1,9 %

 **BUSINESS
LEGEND**

How Business Legends Become the Influence

Produced by
Gregory Brenig



Audiences Insights



Toutes les plateformes

Streams et téléchargements sur toutes les plateformes, y compris Spotify.

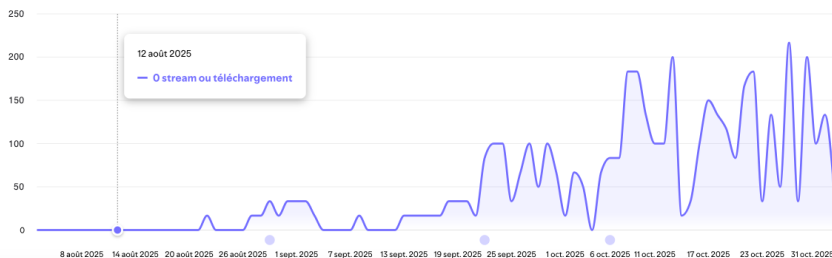
Total ⓘ
2950
Depuis le début

Par épisode ⓘ
579
En moyenne

Taille du public ⓘ
314
7 derniers jours

Streams et téléchargements

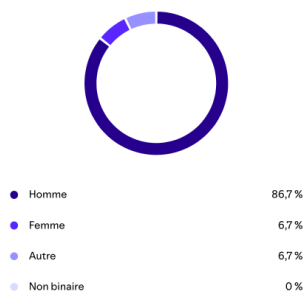
90 derniers jours Quotidien



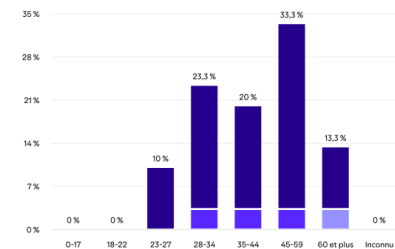
Données démographiques sur le public Spotify

90 derniers jours

Genre



Âge

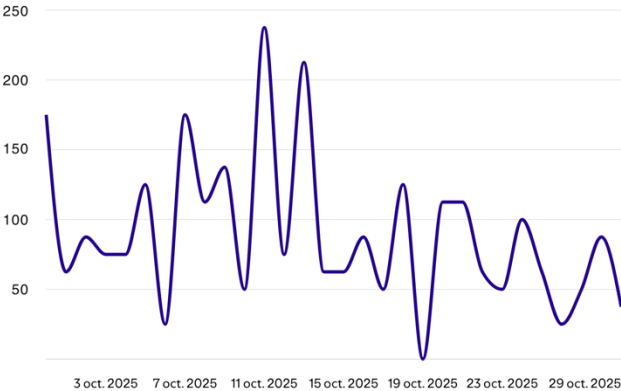


Trafic

sept. – 29 oct.

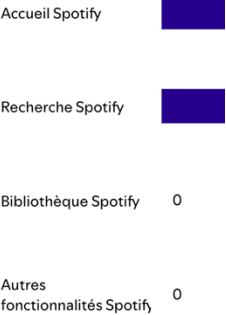
Impressions Spotify ⓘ

70



Là où le public se

Impressions Spotify • 30 sept.



Plateformes

Applications

Appareils



Comment le trafic a augmenté la consommation

sur le parcours du public ⓘ • 30 sept. – 29 oct.

Les pages que vous avez touchées ⓘ

Personnes qui ont montré de l'intérêt ⓘ

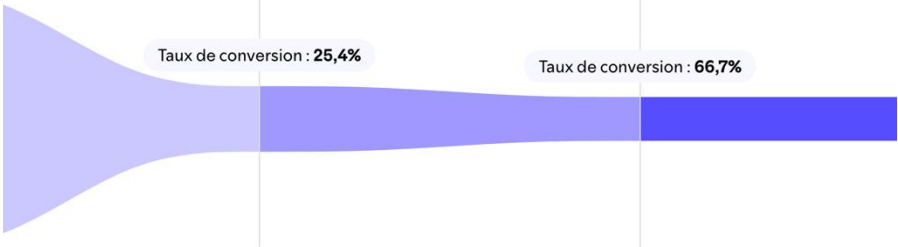
180

Personnes qui ont consommé

120

Taux de conversion : 25,4%

Taux de conversion : 66,7%



- Deezer 46
- Apple Podcasts 36
- Spotify 1
- Navigateur web
- Amazon Alexa
- Autre

Sponsorship Opportunities



Pre-roll: 15s video mention – Maximum visibility.



Host-Read: Personalized endorsement – Credibility & engagement.



Exclusive Episode: Full branding sponsorship – Thought leadership.



Co-branded Shorts: Short clips with your logo – Virality & reach.



PRE-ROLL

Mention vidéo



HOST-READ

Recommandation lue



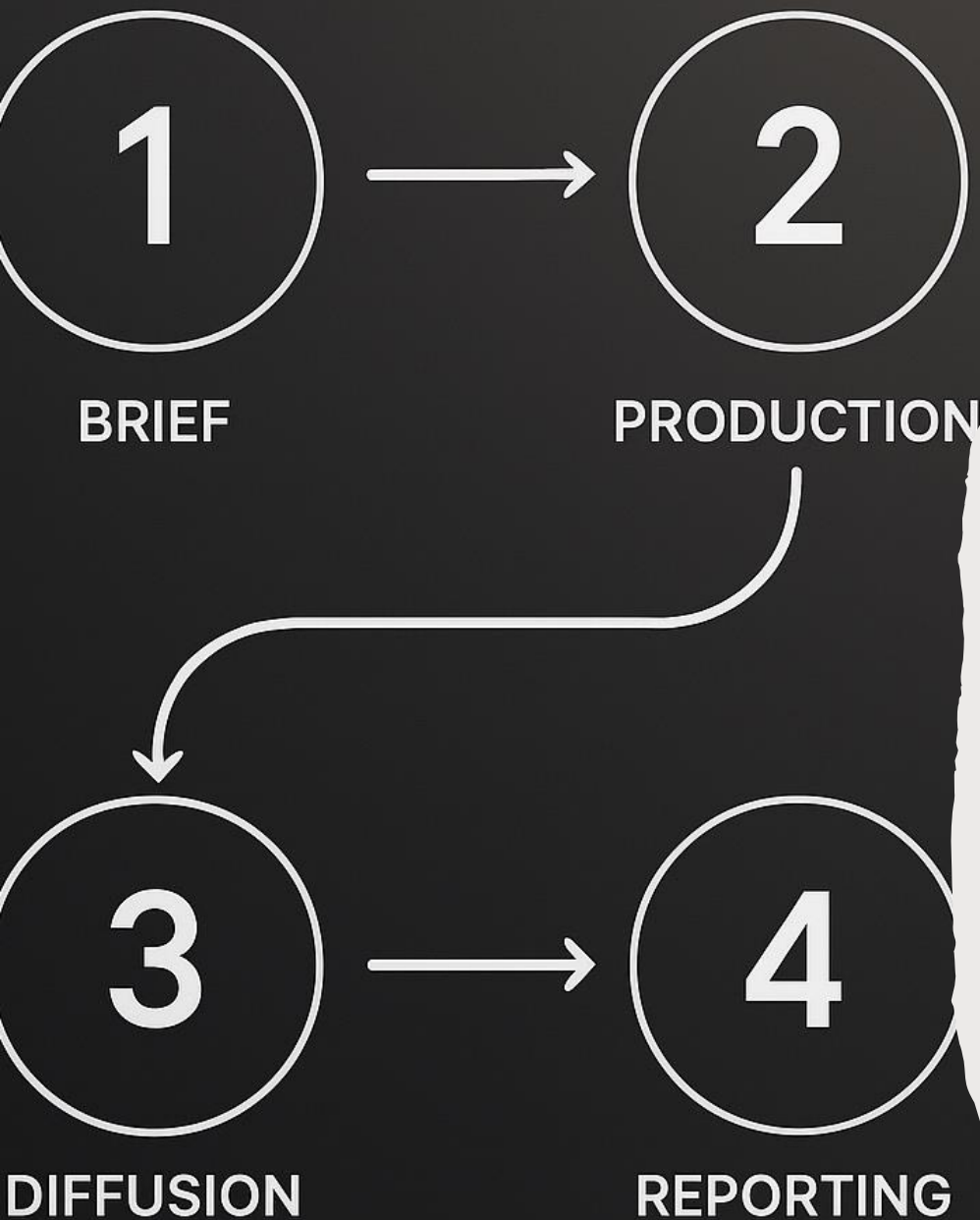
**ÉPISODE
EXCLUSIF**

Sponsoring intégral



**SHORTS
CO-BRANDÉS**

Clips courts



Collaboration Process

- 1. Brief & validation – Define your message and goals.
- 2. Integration & production – Brand featured in the episode.
- 3. Multi-platform distribution – LinkedIn, Spotify, YouTube, etc.
- 4. Reporting – Performance and engagement metrics.



About Gregory Brenig

- Founder & host of Business Legend.
- Franco-Israeli entrepreneur (PropTech, Tech, NLG Consulting).
- Passionate about visionary leaders and human stories.

CONTACT

✉ contact@businesslegend.co

📅 Reserver un appel

🌐 www.businesslegend.co

🌐 Business Legend

Contact

- ✉ contact@businesslegend.co
- 📅 Book a call: calendly.com/greg-nlgconsulting
- 🌐 Website: www.businesslegend.co
- 🌐 LinkedIn: [Business Legend](#)

BUSINESS LEGEND

How Business Legends Become the Influence

Produced by
Gregory Brenig



Spotify

deezer



amazon
music

in



**Thank you for your interest – see you soon on
Business Legend!**