



GIOIATECHNO CONTENT CREATOR
MEDIAKIT 2026



BEYOND THE BEAT

MY MISSION AND STRATEGY 2026

Underground is more than just music—it's a culture, a statement, and a way of life. My mission is to cut through the noise, providing my audience with direct, reliable insights into Berlin's underground heartbeat.

No fluff, no BS. I deliver the essential knowledge needed to navigate Berlin's clubs, listening bars, and authentic events independently—with the confidence and respect the scene demands, built over nearly a decade of experience.

I advocate for Berlin's techno subculture —UNESCO Intangible Cultural Heritage —while championing harm reduction, accessibility, and a smarter, safer nightlife. My platform is a queer-safe space where respect and inclusivity are non-negotiable; it is built for those who live and breathe the scene.

I partner with brands that align with a conscious and rebellious lifestyle: from cutting-edge wellness and high-performance recovery to inclusive event concepts and ethical tech.

My audience doesn't just consume; they seek the authentic taste of truth and products that enhance their cultural journey.

If your brand has a vision, a soul, and a rebellious edge, we are on the same frequency.

CORE PILLARS 2026

- Cultural Authority
- Radical queer-safe Inclusivity
- High-Performance Clubbing
- Harm Reduction
- Zero-Fluff Curation
- Niche Influence
- Visionary Partnerships



ABOUT GIOIA

Gioia Bellini is a Berlin-based **Cultural Curator** and the voice behind Technici Community. With over two decades embedded in Europe’s underground—from the Italian clubbing legacy of the 2000s to the frontline of Berlin’s queer scene—she offers more than content: **she provides lived intelligence.**

Led by GT, the **mission is clear: to deconstruct nightlife with radical honesty.** By bridging UNESCO-recognized techno heritage with modern harm reduction, Gioia empowers a conscious community to navigate the underground with awareness, freedom, and deep respect for the scene’s roots.

NICE/ AUDIENCE

Technici attracts a high-intent audience of seasoned ravers and electronic music aficionados who prioritize depth over hype. Primarily Italian-speaking but **globally mindset-connected with her iconic english, they trust GT as a legitimate peer—a voice forged by two decades inside the booth and on the floor.**

This is a community that values culture over clout. They are the **"early adopters" of conscious nightlife**, making them the ideal demographic for brands seeking authentic entry into the underground. Here, engagement isn't just a metric; it's a shared cultural investment.



11K+

INSTAGRAM FOLLOWERS

265

TIKTOK FOLLOWERS

500

BROADCAST INSTAGRAM CHANNEL COMMUNITY

2K+

TIKTOK LIKES

1K+

YOUTUBE SUBSCRIBERS

50+

PATREON SUBSCRIBERS

5K+

FACEBOOK FOLLOWERS

BRAND

COLLAB
24 / 25

[FREGA FESTIVAL]



Home Again
Club Festival
Berlin
MAY 28 - JUNE 02
2025

Swapfiets



Sorry
I'm not
a deejay..

SPOON MY

COLLAB
26
(CONFIRMED)

[FREGA FESTIVAL]

afterglow



23:31

You crushed it in January!
Here's what that looked like.

903K
Reels and post views
+162% from December

79%
Views from non-followers
+235% from December

11K
Followers
+1806 from December

23:31

Your views are way up

Your reel and post views were up 162% compared to the previous month! Your content is really getting noticed.

Reel and post views last month

1M
500K
0

Last month Previous month

You shared 10 more reels than the previous month, which helped improve your views.

22:36

1,170

Overview

Views 1,430

Interactions 24

Profile activity 22

Views

1,430

23:31

In January, you shared **34 reels** and **8 posts**

Way to go above and beyond! You're really putting yourself out there, which will help your content get seen more regularly.

Get ready for February!
Creating 6 reels and 3 posts each week could help you keep up the momentum.
Start creating

09:02

Views

Last 30 days Dec 23 - Jan 21

Views

1,160,910

Followers 33.7%

Non-followers 66.3%

Accounts reached 197,622
+895.4%

By content type

All Followers Non-followers

Reels

07:22

Content

All Last 30 days

Views

By content type

All Followers Non-followers

Reels 96.7%

Stories 1.7%

Posts 1.5%

Live Videos 0.0%

Profile activity

19,667
vs Nov 21 - Dec 20
+391.0%

Profile visits 18,352
+310.3%

External link taps 315
+462.5%

Gender

Men 57.4%

Women 42.6%

Age range

All Men Women

13-17 0.2%

18-24 7.9%

25-34 43.8%

35-44 32.7%

45-54 10.8%

55-64 2.8%

65+ 1.8%

Top locations

Cities Countries

Berlin 8.4%

Milan 5.2%

Rome 4.9%

Turin 2.7%

Bologna 1.9%

Last 30 days Dec 21 - Jan 19

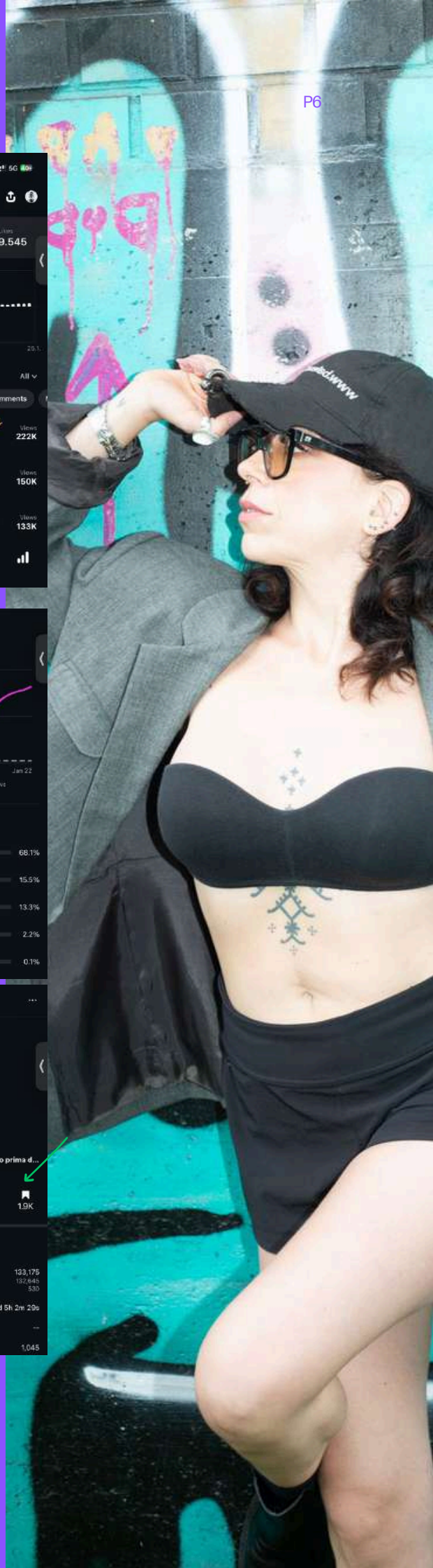
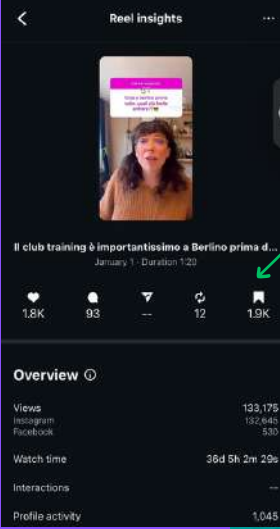
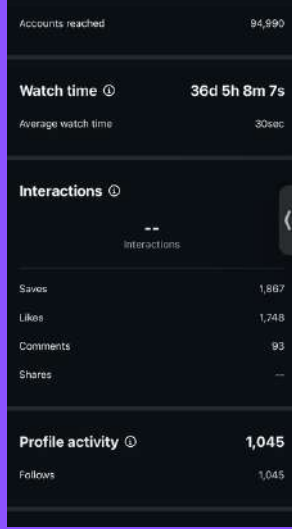
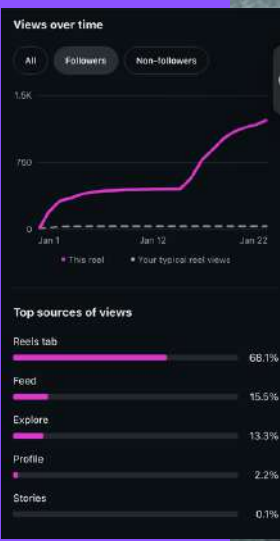
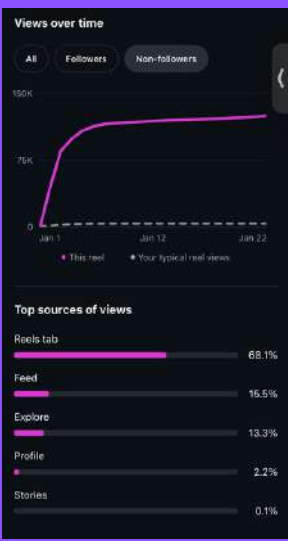
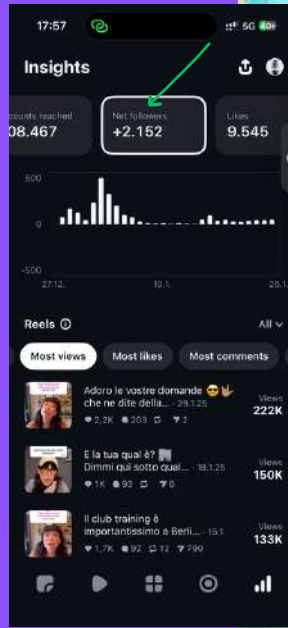
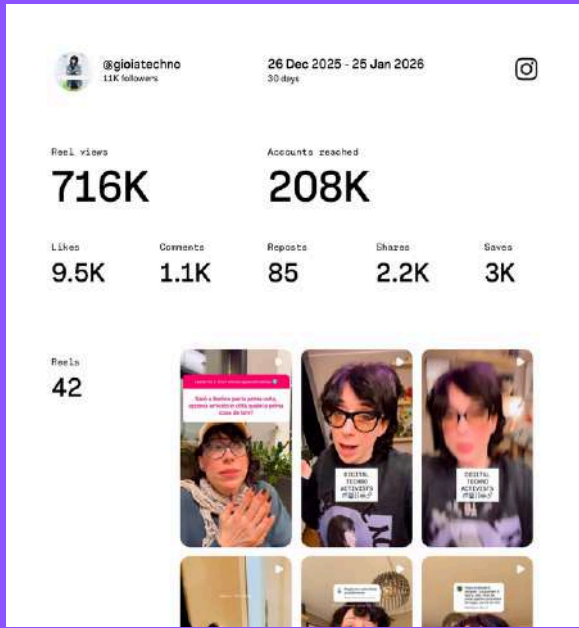
11,422 Followers
+29.8% vs Dec 20

Growth

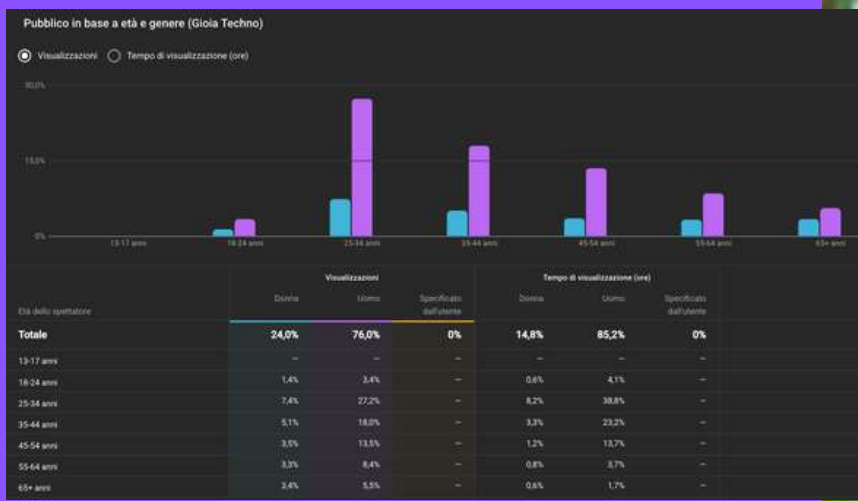
Overall 1969

Follows 7206

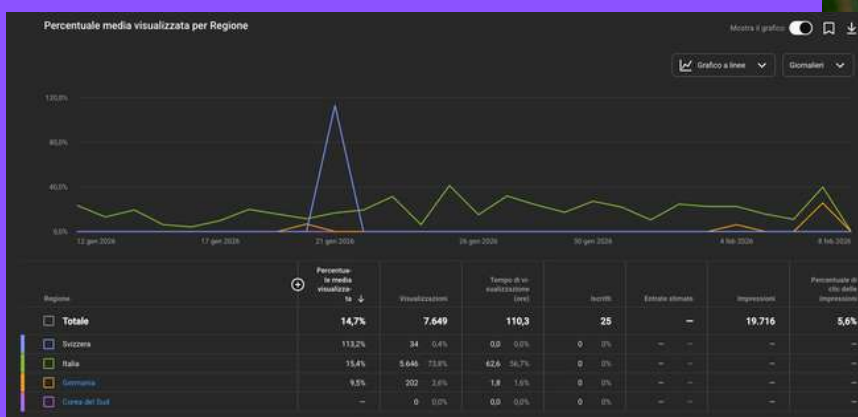




Contenuti	Data di pubblicazione	Impressioni	Percentuale di clic delle impressioni	Visualizzazioni	Ricorda di visualizzazione media	Tempo di visualizzazione (ore)	Like
Totale		59.189	6,4%	47.455	1,46	637,0	0
Unknown		433	3,9%	26.975	56,6%	0,07	0
Techno Podcast Flight Mode EP 14 (1) Industri		2.222	3,3%	14.303	35,1%	0,30	1144
Stogel M base del Kit Club & Berlino		6.216	10,8%	961	2,0%	4,03	78,4
A cover non caprei nel Tech Club più trendy di Berlino		8.077	11,5%	452	1,0%	3,32	26,7
Cluser Milano 10 Più a Contra Nating ufficiale italiana		3.630	6,0%	416	0,9%	8,06	36,2
Techno Podcast TWOR EP 15 (1) Industrial Har		2.738	7,9%	371	0,8%	1,24	8,7
Tribal Liquid Hypnotic Techno Podcast: EPFEZEO		1.871	4,7%	324	0,7%	3,18	17,9
I ERRORI da evitare, prima di entrare al Club a Berlino		2.378	9,3%	276	0,6%	3,29	15,9
In 5 zone da non dimenticare nel fare la Ra al Club & B.		1.139	13,7%	268	0,6%	5,46	23,8
Milano: il tuo Techno Podcast RADIO RENATO		1.388	5,0%	207	0,4%	6,40	23,1
Il mio - Di est. di EP 13 - TECHNOSEKRETARIAT		1.803	4,7%	189	0,4%	5,20	16,8
Il mio alla Dark Room in club techno party a Berlino, la s.		1.058	9,7%	188	0,4%	2,94	9,1

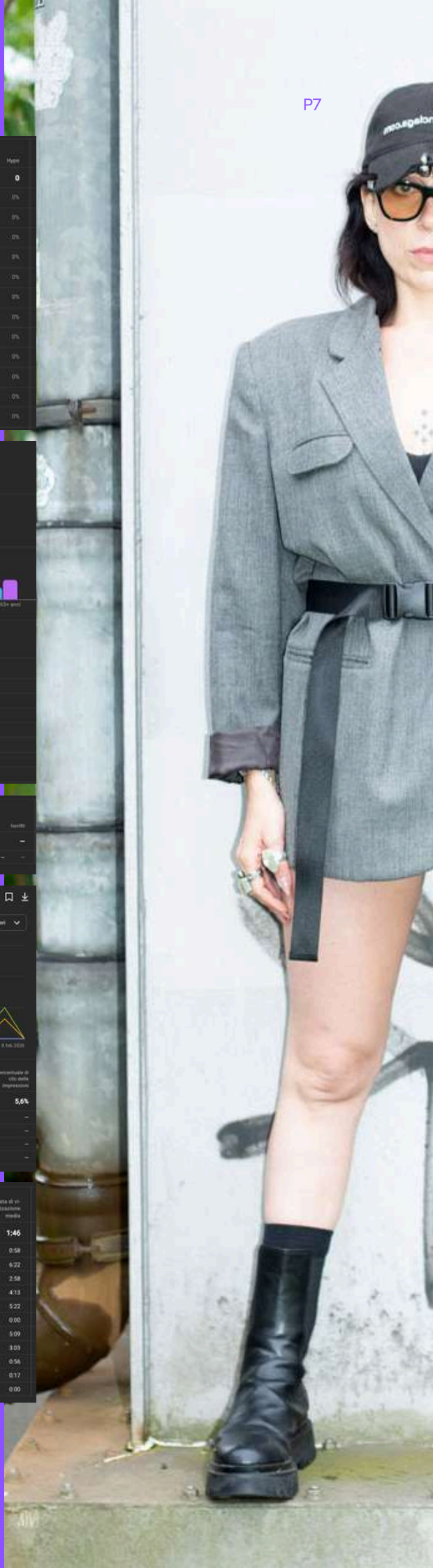


Podcast	Visualizzazioni della playlist	Visualizzazioni	Visualizzazioni per serie di playlist	Tempo di visualizzazione della playlist (ore)	Tempo di visualizzazione media	Durata di visualizzazione media	Successi
Totale	-	47.455	-	-	637,0	1,46	-
TECHNOSEKRETARIAT Trappy Video Podcast	-	16.192	34,1%	-	245,9	38,6%	0,58



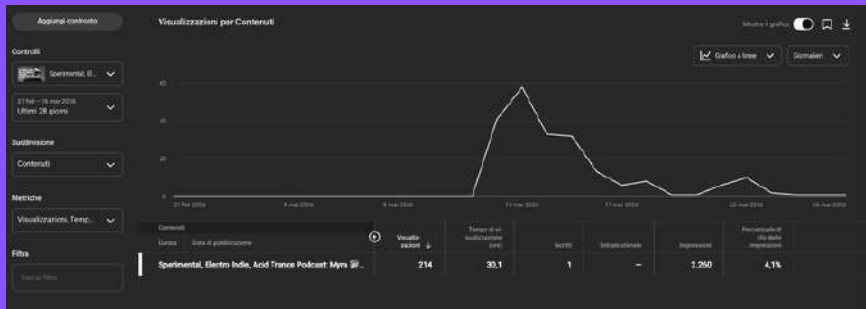
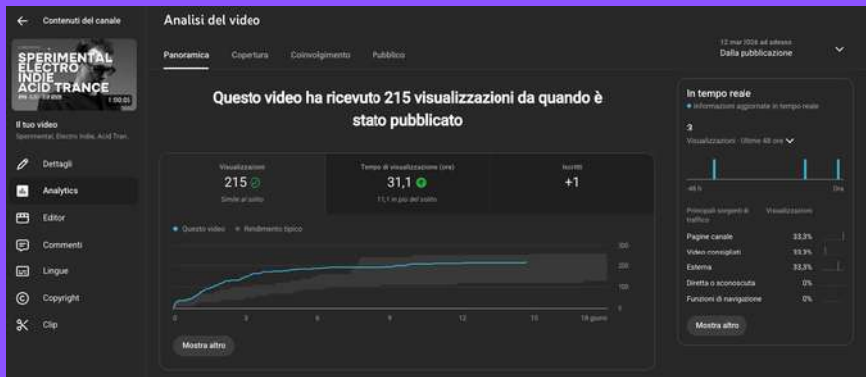
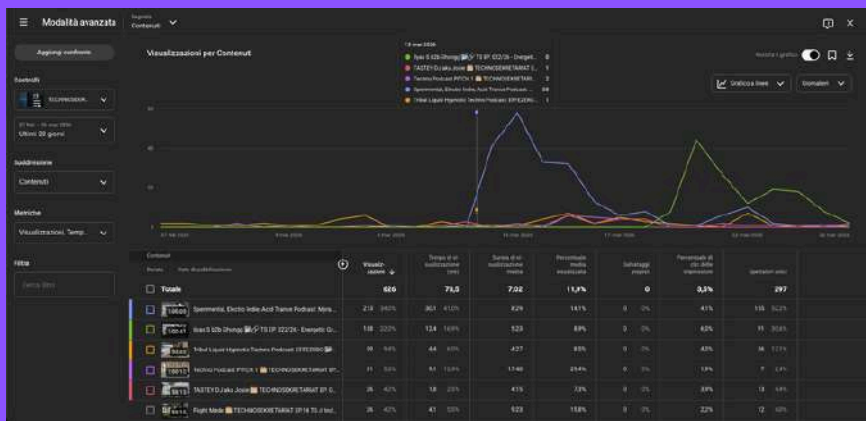
Playlist	Visualizzazioni della playlist	Visualizzazioni	Visualizzazioni per serie di playlist	Tempo di visualizzazione della playlist (ore)	Tempo di visualizzazione media	Durata di visualizzazione media
Totale	-	47.455	-	-	637,0	1,46
TECHNOSEKRETARIAT Trappy Video Podcast	-	16.192	34,1%	-	245,9	38,6%
IL BERGAMINI	-	413	0,9%	-	43,0	6,9%
ABC Clubs Berlin	-	298	0,6%	-	14,8	2,3%
TECHNO CONSIGLI TUTTI	-	1.305	2,8%	-	91,8	14,4%
CLUB & PARTY RATING	-	1.880	4,0%	-	148,3	26,9%
AFTER PARTY TRACKS	-	0	0,0%	-	0,0	0,0%
TECHNO CONTENUTI DIVERENTI	-	432	0,9%	-	37,2	5,8%
TECHNO DETOX	-	84	0,2%	-	4,3	0,7%
INTRIO AL MIO CANALE	-	26	0,1%	-	0,4	0,1%
TECHNO MICROSCOPE	-	27	0,1%	-	0,1	0,0%
TECHNO BLUE MONDAY IN BERLIN	-	0	0,0%	-	0,0	0,0%

GIOIATECHNO YOUTUBE CHANNEL:



Video di podcast

Video	Visualizza	Reazioni	Data	Visualizzazioni	Commenti	ML piace %
	379	9	15 gen 2026	379	9	100,0% 23 mi piace
	128	2	8 gen 2026	128	2	100,0% 8 mi piace
	225	6	25 dic 2025	225	6	100,0% 14 mi piace
	108	3	21 dic 2025	108	3	100,0% 9 mi piace
	191	0	11 dic 2025	191	0	91,7% 11 mi piace
	374	3	4 dic 2025	374	3	100,0% 9 mi piace
	14.312	4	27 nov 2025	14.312	4	95,8% 23 mi piace
	194	2	20 nov 2025	194	2	100,0% 15 mi piace



“TECHNOSEKRETARIAT” PODCAST YT CASE HISTORY, POSTED ON MARCH 26



**I don't chase numbers
I build real impact and trust.**

On **Instagram**, my content performs well above the average. While engagement across industries now averages around 0.41%, creators with strong communities reach about 0.9%. **Gioia Techno maintains a steady 0.94% engagement rate, proof of an audience that interacts with intention, not habit.**

On **YouTube**, engagement sits around **4.5%**, close to top-tier creators in the same niche. Views are consistent, and watch time remains strong — **showing that the audience values authenticity over trends.**

Bottom line: this is not mass influence. It's cultural influence — a community built on trust, credibility, and connection. For the right brands, that's where real value lives.

PERFORMANCE OVERVIEW

+658%

IG INTERACTION
LAST 60 DAYS

+25%

YT CTR
LAST 60 DAYS



COMMUNITY & IMPACT

COMMUNITY & IMPACT

My audience doesn't just scroll—they show up, engage, and take action. They don't follow trends; they move the culture. When I recommend a partner, it's because they fit the scene, the values, and the reality of our nightlife. No forced ads, no fake hype—just authentic integration.

THE CORE AUDIENCE

A significant portion of this community identifies as queer or queer-aligned, rooted in trust and shared underground values. This Community "Technici" led by GT, is a space built for those who live the scene, not just watch it.

SAFE SPACE & INTEGRITY

This is a community built on radical inclusivity and accountability. No homophobia, no racism, no sexism, no transphobia—no bullshit. It's a space for self-expression, open dialogue on harm reduction, and conscious exploration of nightlife boundaries.

WHY IT MATTERS FOR BRANDS

This is a high-value, niche demographic: culture-driven individuals who invest in their passions. They value ethics over aesthetics and stay loyal to brands that respect the scene rather than exploit it. Whether it's wellness, recovery, fashion, or inclusive festivals, partnering with Technici means entering the heart of Berlin's electronic community through a voice they already trust.





PHOTO: STILIA, ALUSIBERLIN JULY 2025 - MEDIAKIT UPDATE N02 03.26



INSTAGRAM
@GIOIATECHNO
@TECHNOSEKRETARIAT

YOUTUBE CHANNEL
@GIOIATECHNO
+ PODCAST SEGM. TECHNOSEKRETARIAT

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WEEKLY CONTENTS ON GT CHANNEL:

- Mon CET 7:30 pm, CEST 8:30 pm / LIVE 30 mins
- Mon CET 6 pm / PARTY GUIDE Berlin ed.
- Wed CET 6 pm / EXCLUSIVE ON PATREON
- Thu CET 6 pm / TS EP podcast