



**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.



12K+

INSTAGRAM  
FOLLOWERS

300

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



sub bar  
academy

18+

Nicotinos

*Swapfiets*

Sorry  
I'm not  
a deejay..

SPOON MY

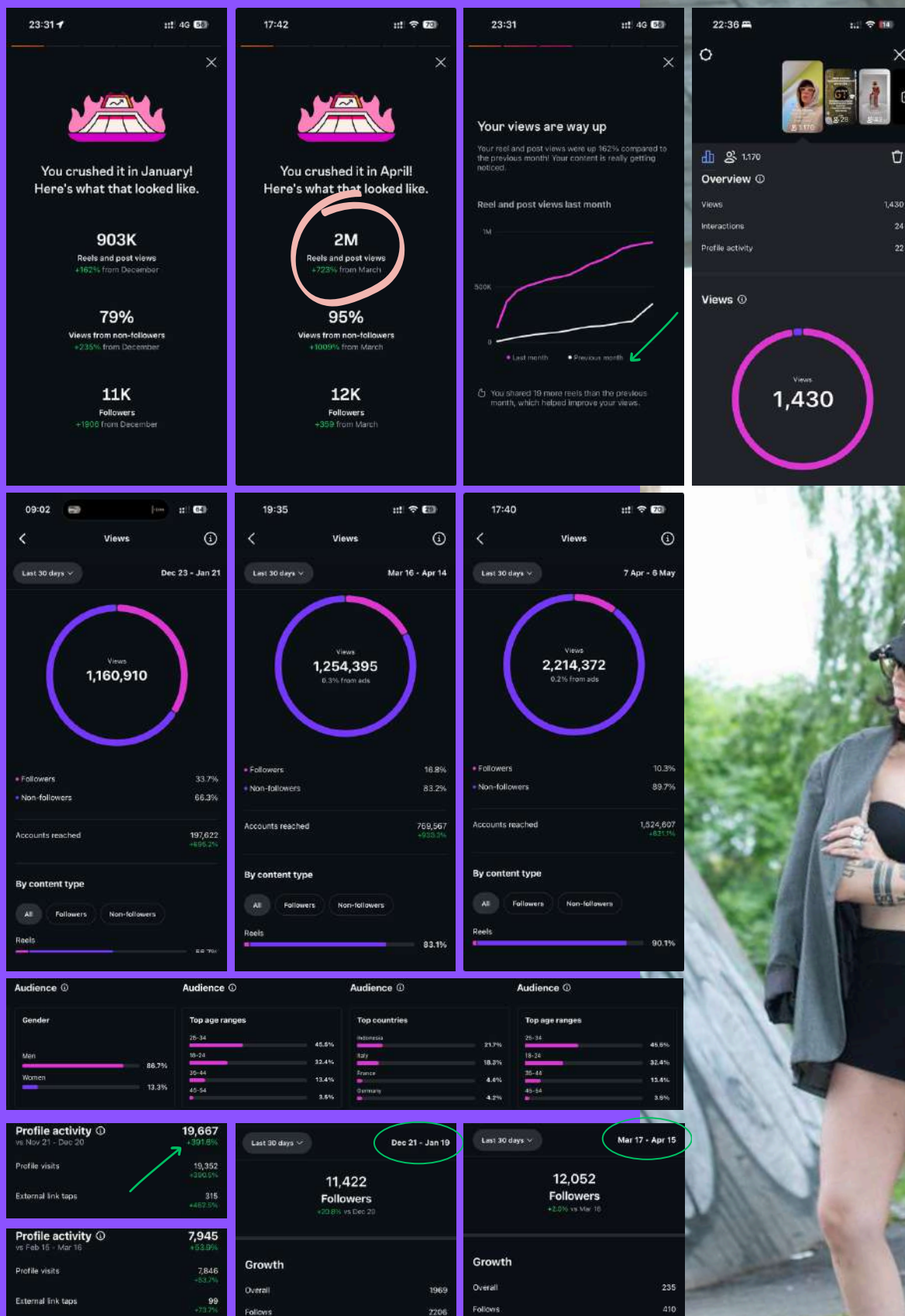
COLLAB  
26  
(CONFIRMED)

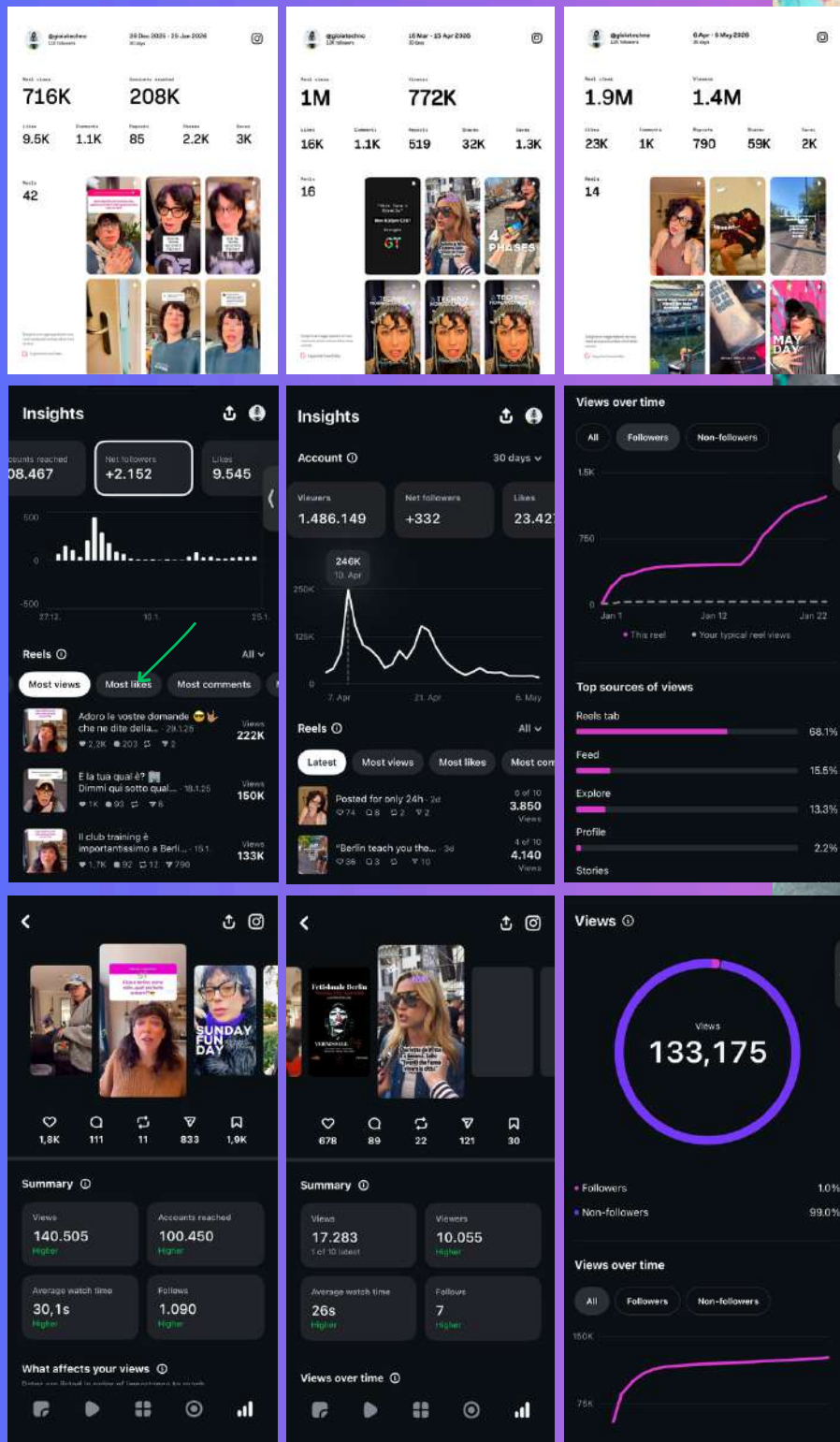
TRYP EXPO  
afterglow~

*Swapfiets*

SENSORIUM

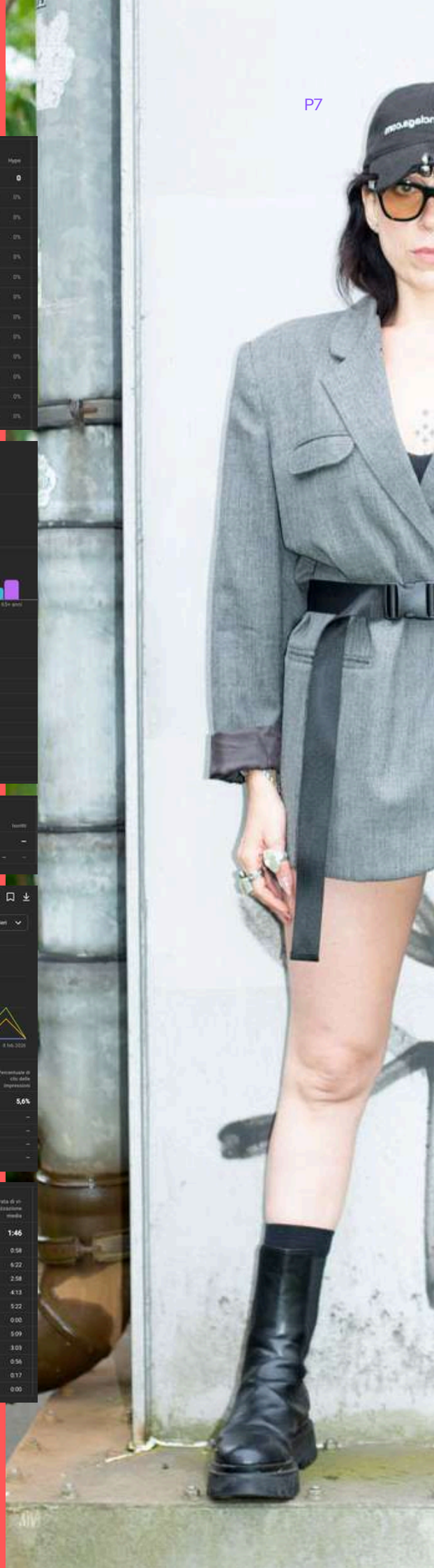




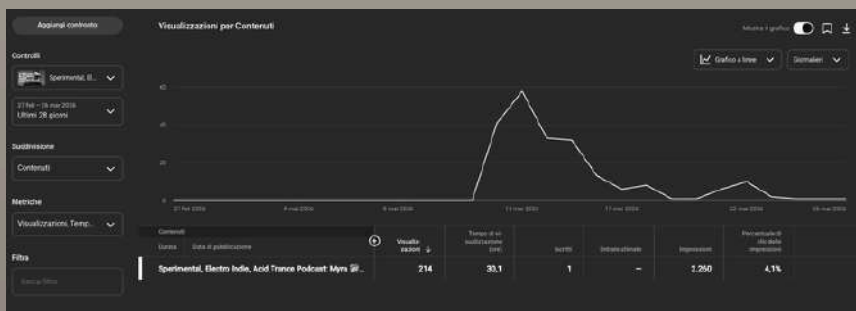
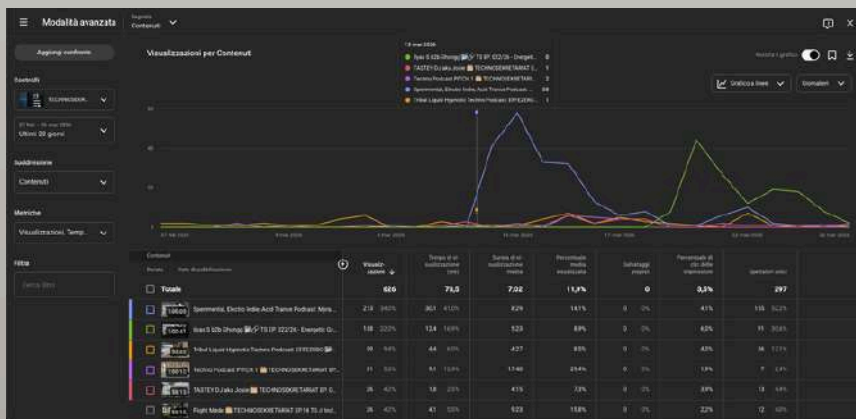


(|) GIOIATECHNO EDITS INSIGHT:

| Playlist                              |  Visualizzazione della playlist ↓ | Visualizzazioni | Visualizzazioni per video di playlist | Tempo di visualizzazione della playlist (ore) | Tempo di visualizzazione (ore) | Durata di visualizzazione media |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------|-----------------------------------------------|--------------------------------|---------------------------------|
| Totale                                | —                                                                                                                    | 47.455          | —                                     | —                                             | 637,0                          | 1:46                            |
| TECHNOBETTERBET! Tiggly Video Podcast | —                                                                                                                    | 16.192 34,1%    | —                                     | —                                             | 245,9 38,6%                    | 0:58                            |
| IL BERGHEIM 🇩🇪                        | —                                                                                                                    | 413 0,9%        | —                                     | —                                             | 43,9 6,9%                      | 6:22                            |
| ABC Club Berlin                       | —                                                                                                                    | 298 0,6%        | —                                     | —                                             | 14,8 2,3%                      | 2:58                            |
| TECHNO CONSIGLI UTILI                 | —                                                                                                                    | 1.305 2,8%      | —                                     | —                                             | 91,9 14,4%                     | 4:13                            |
| CLUB & PARTY RATING                   | —                                                                                                                    | 1.880 4,0%      | —                                     | —                                             | 148,3 24,4%                    | 5:22                            |
| AFTER PARTY TRACKS                    | —                                                                                                                    | 9 0,0%          | —                                     | —                                             | 0,0 0,0%                       | 0:00                            |
| TECHNO CONTENTI DIVERTENTI            | —                                                                                                                    | 432 0,9%        | —                                     | —                                             | 37,2 5,8%                      | 5:09                            |
| TECHNO DETOX                          | —                                                                                                                    | 84 0,2%         | —                                     | —                                             | 4,3 0,7%                       | 3:03                            |
| INTRO AL MIO CANALE                   | —                                                                                                                    | 26 0,1%         | —                                     | —                                             | 0,4 0,1%                       | 0:56                            |
| 👉 TECHNO HORIZONTE 🇮🇹                 | —                                                                                                                    | 27 0,1%         | —                                     | —                                             | 0,1 0,0%                       | 0:17                            |
| TECHNO BLUE MONDAY IN BERLIN          | —                                                                                                                    | 0 0,0%          | —                                     | —                                             | 0,0 0,0%                       | 0:00                            |



| Video di podcast                                                                  |                       |              |             |                 |          |            | Aggiungi video |
|-----------------------------------------------------------------------------------|-----------------------|--------------|-------------|-----------------|----------|------------|----------------|
| Video                                                                             | Visibilità            | Reclutamenti | Data        | Visualizzazioni | Commenti | Mi piace % |                |
|  | Pubblico              | Copyright    | 15 gen 2026 | 379             | 9        | 100,0%     | 23 mi piace    |
|  | Parzialmente bloccato | Copyright    | 8 gen 2026  | 128             | 2        | 100,0%     | 8 mi piace     |
|  | Pubblico              | Copyright    | 25 dic 2025 | 225             | 6        | 100,0%     | 14 mi piace    |
|  | Pubblico              | Copyright    | 21 dic 2025 | 108             | 3        | 100,0%     | 7 mi piace     |
|  | Pubblico              | Copyright    | 11 dic 2025 | 191             | 0        | 91,7%      | 11 mi piace    |
|  | Pubblico              | Copyright    | 4 dic 2025  | 374             | 3        | 100,0%     | 8 mi piace     |
|  | Pubblico              | Copyright    | 27 nov 2025 | 14.312          | 4        | 95,8%      | 23 mi piace    |
|  | Pubblico              | Copyright    | 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



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P9

# 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: ALUS BERLIN JULY 2025 - MEDIAKIT UPDATE N03 0526



TECHNOSEKRETARIAT



INSTAGRAM  
@GIOIATECHNO  
@TECHNOSEKRETARIAT



YOUTUBE CHANNEL  
@GIOIATECHNO  
+ PODCAST SEGM. TECHNOSEKRETARIAT



MY PATREON  
PATREON.COM/C/GIOIATECHNO



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GIOIATECHNO@GMAIL.COM



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GIOIATECHNO.COM



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+39 378 0644902

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