



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 4G

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 4G

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 19 more reels than the previous month, which helped improve your views.

22:36 4G

Overview 1,170

Views 1,430

Interactions 24

Profile activity 22

Views 1,430

23:31 4G

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 4G

Views 1,160,910

Last 30 days Dec 29 - Jan 21

Followers 33.7%

Non-followers 66.3%

Accounts reached 197,622
+895.4%

By content type

All Followers Non-followers

07:22 5G

Content

All Last 30 days

Views

SUNDAY FUN DA 125,230

87,730

82,673

30,797

30,470

10,215

SUNDAY FUN DA 18,924

WEEKLY BERLIN PARTY GUIDE 17,601

15,474

By content type

All Followers Non-followers

Reels 96.7%

Stories 1.7%

Posts 1.5%

Live Videos 0.0%

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%

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

Profile visits 18,352
+330.3%

External link taps 315
+462.5%

Gender

Men 57.4%

Women 42.6%

11,422 Followers
+29.8% vs Dec 20

Growth

Overall 1969

Follows 2206

 GIOIATECHNO INSTAGRAM PROFILE:



Profile overview for @gioiatechno (11K followers) from Dec 26, 2025, to Jan 26, 2026. Key metrics include 716K Reel views, 208K accounts reached, 9.5K likes, 1.1K comments, 85 reposts, 2.2K shares, and 3K saves. 42 Reels are featured in a grid below.

Instagram Insights for Reels showing 08.467 results reached and a net follower gain of +2.152. A bar chart shows performance over time. A list of top Reels includes 'Adoro le vostre domande che ne dite della...' (29.125 views, 222K likes) and 'E la tua qual è? Dimmi qui sotto qual...' (18.125 views, 150K likes).

Reel titled 'Club a Berlino prime volte...quali più facile entrare??' with a poll overlay. The video shows a woman speaking. Engagement includes 1.75K views, 92 likes, and 768 comments.

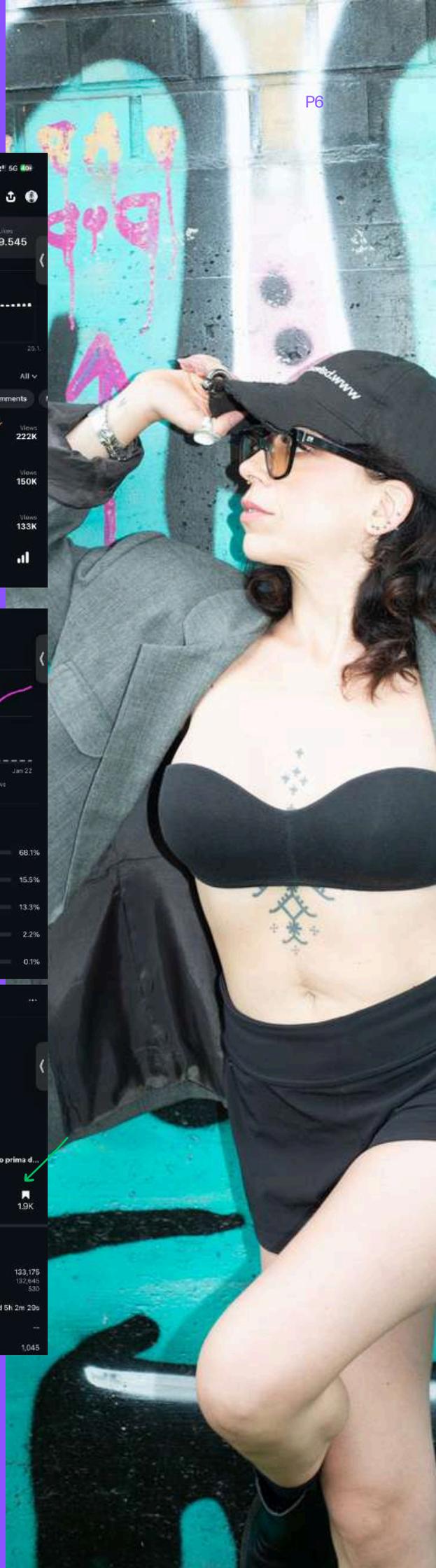
Views over time chart for the Reel, showing a sharp increase in views starting around Jan 12. The chart compares 'This reel' (red line) with 'Your typical reel views' (grey line).

Views over time chart for the Reel, showing a steady increase in views over time. The chart compares 'This reel' (red line) with 'Your typical reel views' (grey line).

Instagram Reel insights sidebar showing: Accounts reached (94,990), Watch time (36d 5h 8m 7s), Average watch time (30sec), Interactions (1,887 saves, 1,748 likes, 93 comments, 0 shares), and Profile activity (1,045 follows).

Views over time chart showing a total of 133,175 views. A breakdown shows 1.0% from followers and 99.0% from non-followers. The chart compares 'This reel' (red line) with 'Your typical reel views' (grey line).

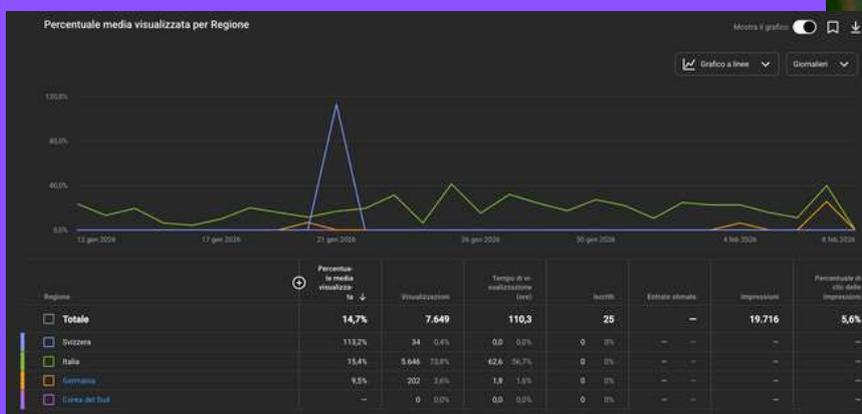
Reel insights for a specific video showing 133,175 total views (1.8K from Instagram, 93 from Facebook, 530 from other sources), 36d 5h 2m 29s watch time, and 1,045 interactions.



Contenuti	Data di pubblicazione	Impressioni	Percentuale di clic dalle impressioni	Visualizzazioni ↓	Percentuale di visualizzazione media	Tempo di visualizzazione (ore)	Like
Totale		59.189	6,4%	47.455	1,46	637,0	0
Unbroken		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	0
Stages in base del Kit Kat Club a Berlino		6.216	10,8%	961	2,0%	4,03	0
A cover non caprei nel fetish club più trendy di Berlino		3.077	11,5%	452	1,0%	3,32	0
Classe Milano 10 Più a Contra Rating ufficiale italiana		3.630	6,0%	416	0,9%	2,06	0
Techno Podcast TWON EP 15 (1) Industrial Hor		2.735	7,9%	371	0,8%	1,24	0
Tribal Liquid Hypnotic Techno Podcast: EPFEZIO		1.871	4,7%	324	0,7%	3,18	0
1 ERRORE da evitare, prima di entrare al Club a Berlino		2.378	9,3%	276	0,6%	3,29	0
In 5 zone da non dimenticare nel fare la lista al Club & R.		1.139	13,7%	268	0,6%	5,46	0
Milano: il club Techno Podcast RADIO RENATO		1.388	5,0%	207	0,4%	6,40	0
Il club - Di est. EP 18 TECHNOSEKRETARIAT		1.803	4,7%	189	0,4%	5,20	0
Intro alla Dark Room in chi possiede party a Berlino, la s		1.058	9,7%	188	0,4%	2,94	0

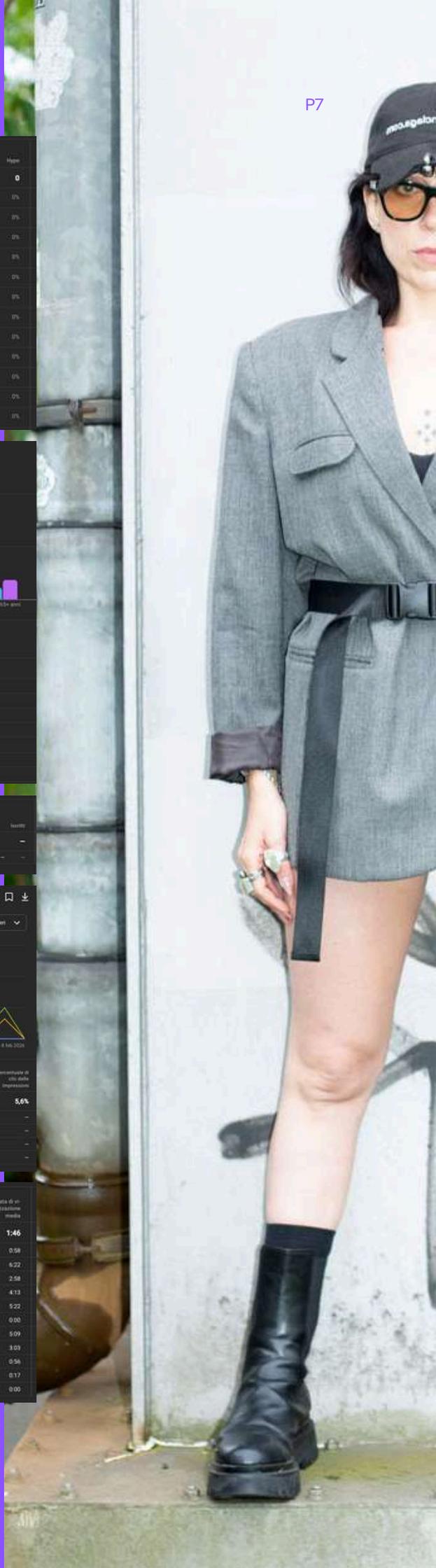


Podcast	Visualizzazioni della playlist ↓	Visualizzazioni	Visualizzazioni per avvio di playlist	Tempo di visualizzazione della playlist (ore)	Tempo di visualizzazione media	Durata di visualizzazione media	Successi
Totale	-	47.455	-	-	637,0	1,46	-
TECHNOSEKRETARIAT Trippy Video Podcast	-	16.192	34,1%	-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



Playlist	Visualizzazioni della playlist ↓	Visualizzazioni	Visualizzazioni per avvio di playlist	Tempo di visualizzazione della playlist (ore)	Tempo di visualizzazione media	Durata di visualizzazione media
Totale	-	47.455	-	-	637,0	1,46
TECHNOSEKRETARIAT Trippy Video Podcast	-	16.192	34,1%	-	245,9	38,6%
IL BERGHAUS	-	413	0,9%	-	43,9	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	-	9	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%
INTRO 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%

GIOIA TECHNO YOUTUBE CHANNEL:



**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.





INSTAGRAM
[@GIOIATECHNO](#)



YOUTUBE CHANNEL
[@GIOIATECHNO](#)



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