

Survival Hacking — Media Kit 2026

Overview & Audience

Creator Details

- Name: **Davide Gatti / Survival Hacking**
- Location: **Milan, Italy**
- Niche: **Consumer tech, electronics, repair, retro computing, arcade hardware, maker/DIY content, 3D print**
- Tagline: **In-depth technical reviews | Real-world testing | Electronics & retro hardware | 3D printer and related product review**

Quick Contacts & Links

- Email: survivalhacking.runtime@gmail.com
- Website: www.survivalhacking.it
- YouTube: youtube.com/c/SurvivalHacking
- Instagram: [instagram.com/survival_hacking](https://www.instagram.com/survival_hacking)
- TikTok: <https://www.tiktok.com/@survivalhacking>
- Telegram: t.me/SurvivalHacking
- Telegram offers: t.me/SHOfferte2

Key Figures

- YouTube Subscribers: **54K**
- Average Views per Video: **5,500**
- Monthly YouTube Views: **65K+**
- Instagram Followers: **3,500**
- TikTok Followers: **6,113**

Target Audience & Market Focus

- **Audience Geo:** 70% Italy | 9% Spain | 6% France | 3.6% USA
- **Core Content:** Long-form YouTube videos entirely in Italian, optimized for the regional market.
- **Market Entry:** This channel is the perfect gateway for international brands looking to target and penetrate the Italian tech, maker, and electronics community.
- **Audience Profile:** Tech buyers looking for deep product understanding, electronics enthusiasts, makers, retro-gaming fans, and repair-focused viewers.

Cooperation & Rates

About the Project

Survival Hacking focuses on practical demonstrations, product analysis, and hands-on testing. The editorial tone is technical, practical, and highly approachable. The style is aimed at making electronics understandable and useful for all budgets.

Available Formats

- **Main Format:** Dedicated YouTube Review & Technical Test
 - Full-length, in-depth long-form video in Italian.
 - Includes unboxing, complete setup, step-by-step testing, honest pros & cons, and permanent description links.
 - YouTube Short (Vertical excerpt highlighting key product features)

Collaboration Model & Transparency

- **Standard Framework:** Gifted Product exchange
- **Product Retention:** All review units and products sent for evaluation are provided on a non-returnable basis and will be retained by Davide Gatti after content production.
- **Strict Independence:** All reviews maintain complete editorial freedom. Collaborations guarantee an exhaustive, high-quality technical showcase but do not guarantee a predefined positive opinion. The audience trusts this channel because the content is direct, honest, and useful.
- **Turnaround Time:** 2–4 weeks following physical product is received.

Proven Track Record

- **Featured Brand Collaborations:** Bambulab, Anycubic, Revopoint, Qidi, R3D, Flexyspot, Ninkear, Divoom, Aixun.
- **Representative Work:**
 - <https://youtu.be/zuzDwe3arCE>, <https://youtu.be/4UBrECP7klQ>, <https://youtu.be/62r6Fx14Aol>, <https://youtu.be/gVgCWF9hi2A>

 YouTube

Media kit



DAVIDE GATTI



DAVIDE GATTI - Survival Hacking

54.0K subscribers

Without trying to teach anything, I try to share my passion for electronics and beyond in a simple, fun way that's affordable for everyone. Making, Review, Tutorial, Arcade.

Key Channel Stats

Last 28 days ▾

Members (Full Term)	Published Videos (Full Length)	Unique spectators	Views
54.0K	783	21,5K	88.0K
Viewing time (hours)	Average viewing duration	Average percentage displayed	Returning spectators
4.9K	7:28	23,2%	53,7%

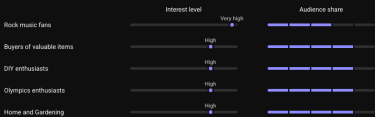
Demographic data

Last 28 days ▾



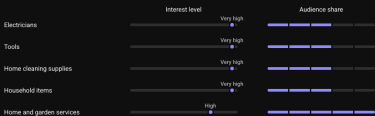
Public interests

This graph shows your audience's interest level compared to the interests of all YouTube viewers for specific categories and indicates the share of your audience interested in each specific category.



Purchasing interests

This graph shows your audience's level of purchasing interest compared to the purchasing interest of all YouTube viewers for specific categories and indicates the share of your audience interested in each specific category.



Household income

This chart shows the distribution of household income levels within your audience. Note: Percentages may not add up to 100% due to rounding and sampling.

Parental status

This chart shows the distribution of parental status within your audience. Note: Percentages may not add up to 100% due to rounding and sampling.