

WHAT IS *THE DELI*? – a brief summary

Hi,

Here below is the link to the latest NYC and LA issues of *The Deli*, the only magazine and website focused on local music scenes through city-dedicated print publications and web sites.

national.thedelimagazine.com/pdf - On page 2 you'll find a screen shot of our NYC homepage.

Each Deli issue and local web page is primarily focused on:

1. The **musicians** that call these scenes home, and who make them alive through their creative output.
2. The **equipment** they use to forge their art.

WE COVER 9 Scenes – through 9 web blogs and 2 print magazines...

All artists covered in the publication linked above live, rehearse, record and perform in the most exciting, innovative, and influential music scenes in the world: New York City and LA. These are amazing musical hubs, and although NYC is where we started and are more established, ***The Deli* is not just about the Big Apple.**

Since 2004, *The Deli* has expanded its coverage to **9 of the most important US music scenes** (including LA, Chicago, SF Bay, Austin and Philly,) real “post college” cities **where young, emerging musicians concentrate in tight communities to pursue their dreams**, and where they invariably end up **learning a lot about the business of being in a band - and how to use musical equipment.**

...PLUS, NEW SXSW PRINT ISSUE + Event IN 2011!

In March 2011, *The Deli* will also present its **first SXSW issue** - which will be an 'all scenes' version focused on the **best emerging artists based in all the local scenes we cover**, and which will be performing at the South by South West Festival. The issue will be linked to a SXSW live event.

PRO AUDIO SECTION: The Deli partners with SonicScoop.com

SonicScoop.com, run by Janice Brown (EQ, Pro Sound News, Mix) and David Weiss (Mix, Audio Media) will take over **The Deli's equipment section** (see page 4 for more details).

The Deli and Sonic Scoop are announcing a partnership beginning in the winter of 2011 – this means an improved Pro Audio Section both in print and online, and **an extra 30k monthly unique visitors on top of the 60k provided by The Deli's traffic!**

NEW DELI FEATURES: Illustrations! + Database of artists

- **Visual Art with music:** The print issues of *The Deli* are now featuring beautiful illustration by local visual artists – see some examples here. Because we know that our look is important...

- **Artist/Band subscriptions:** Now any bands and songwriters can subscribe to *The Deli's* database of artists and enter our regional chart system – also organized in detailed genres, so artists can find each other more easily.

The Deli's Website (NYC homepage) fostering/exposing a community of musicians

HOW THE DELI'S SITE WORKS

1. The picture of the winner of the monthly Poll (1b) goes on the top of our site (1) for 2 weeks.
2. Daily updated blog exclusively focused on NYC artists.
3. Self-updating top 20 charts organized by genre and region
4. User Generated Live Listings
5. User Generated Open Blog where artists can promote their music, shows etc
6. Weekly artists interviews

LA NYC SF
Chicago N'ville More

the deli

music recipes from the big apple

about us
advertise
subscribe

1

- Local Parties
- NYC Top 300
- "Best of" Archive
- NYC Open Blog
- Submit Music
- Studios
- Mastering
- Other Services
- Music Gear

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[NYC top 20 cross genre]

3b
[NYC top 20s by genre]

nyc web charts

top 20 - all genres

[self-generating chart system]

by: Popularity

- 1 MGMT
- 2 The National
- 3 Sleigh Belts
- 4 Vampire Weekend
- 5 50 Cent
- 6 LCD Soundsystem
- 7 Yeasayer
- 8 Jay-Z
- 9 The Drums
- 10 Ratatat
- 11 Regina Spektor
- 12 The Girls at Dawn
- 13 Cat Power
- 14 Animal Collective
- 15 Gogol Bordello
- 16 Grizzly Bear
- 17 Interpol
- 18 Yeah Yeah Yeahs
- 19 The Strokes
- 20 Darwin Deez

join charts go to top 300

top 20s by genre

TOP 20 indie pop

indie pop, lo fi

by: Popularity

- 1 MGMT
- 2 Santigold
- 3 Vampire Weekend
- 4 The Virgins
- 5 Chairlift
- 6 As Tall As Lions
- 7 The Bravery
- 8 Vivian Girls
- 9 Ra Ra Riot
- 10 Nada Surf
- 11 Chris Garneau
- 12 Plushgun
- 13 The Antlers
- 14 Nightmare of You
- 15 The Pierces
- 16 Flying Machines
- 17 Sharon Van Etten
- 18 Holly Miranda
- 19 The Rosewood Thieves

join charts go to top 300

TOP 20 electronic

by: Popularity

- 1 Ratatat
- 2 A-Trak
- 3 Au Revoir Simone
- 4 Battles
- 5 Telepathe
- 6 Ill (chk chk chk)
- 7 LCD Soundsystem
- 8 Boy Crisis
- 9 Brazilian Girls

the nyc scene blog

Hre We Go Magic Video + CD release,

Well well well, all of a sudden one of our favorite Brooklyn bands ([Here We Go Magic](#)) sounds a little bit like our all time favorite NJ band ([The Feelies](#)). At least in this video of the song "Collector", out of the upcoming album "Pigeons", premiered on Pitchfork last week. This is very promising CD release party at Music Hall of Williamsburg on June 8.

Published on June 02, 2010 - [Add new comment](#) - [ShareThis](#)

The Wailing Wall's CD release party at Mercury lounge, Friday 06.04

The Wailing Wall (brainchild of New York-based multi-instrumentalist, Jesse Rifkin) dress their folk songs with exotic influences and acoustic and percussive textures at times reminiscent of Animal Collective. The band's CD release party is this Friday at Mercury Lounge - a special show for the band as Jesse will be joined by drummer Alana Skyring (The Grates), guitarist Jason Anderson (K Records, ex-Wolf Colonel, member of The Microphones and Yume Bitsu), and saxophonist Gabriel Birnbaum (former member of The One AM Radio, Eli "Paperboy" Reed, and Drug Rug), among others. The Low Hanging Fruit is the title of the band's sophomore album, produced by [Tim Fite](#) - see them at Mercury lounge on June 4, it's a CD release party!

Published on June 02, 2010 - [Add new comment](#) - [ShareThis](#)

Best of NYC #41: Ninjasonik - Live at Battery Park, June 26

We continue our "Best of NYC Countdown", covering every day one of the artists that made our [Year End Best of NYC](#) list (a chart compiled by a jury comprised of local bloggers, music writers, promoters, record store personnel and DJs).

the deli's specials

band of the month poll

[sponsored by] **grand street RECORDING**

COMPLETE MUSIC STUDIOS theVAULT MASTERING

Which of these acts should be the next NYC Artist of the Month?

- Baby Alpaca
- Blackbells
- Junk Science
- Psychobuildings
- The Rassel
- The Spring Standards
- Soren Well
- Spirit Family Reunion

vote | see full results | about

this week's features

Electric Tickle Machine
we're not gonna f**k it up
by [Nicholas Katzban](#) - [MORE](#)

Skeletons
bone collective
by [Toney Palumbo](#) - [MORE](#)

Cymbals Eat Guitars
sonic submersion
by [Elin O'Keefe](#) - [MORE](#)

A Place To Bury Strangers
local band, playing for the majors
by [Simon Heggie](#) - [MORE](#)

MUSIC HALL OF WILLIAMSBURG

JULY 9

mewithoutYou

NYC artists of the month

(diy) live show listings

post your show here [genre key]

WE RECORD LIVE SHOWS!
selected credits: lykke li, constantines, beirut, my brightest diamond, matt & kim, you will know us...

JULY

- 07.04 Bruar Falls
9pm Im In You
- 07.04 Cake Shop
10pm Quiet Loudly
- 10pm Mixtape
- 11pm Pet Ghost Project
- 07.05 Banjo Jims
8pm Daniel Munkus
- 07.05 Bitter End
8pm Suzy Sellout
- 07.05 Le Poisson Rouge
6pm Mcrad
- 7pm Meta & The Cornerstone
- 8pm Brc Dread Orchestra
- 07.05 Sidewalk Cafe
10pm Christina B
- 07.06 LIC Bar
8pm Megan Kerper
- 07.06 Otto's Shrunkn Head
10pm The Natch!
- 07.11 Le Poisson Rouge
8pm Jigsaw Soul
- 07.11 Rock Star Bar
8pm The Dirty Shames
- 07.12 Goodbye Blue Monday
10pm The Fools
- 07.14 Glasslands Gallery
9pm Boy Crisis
- 9pm Apache Beat
- 9pm Naked Hearts
- 9pm Class Actress
- 9pm French Horn Rebellion
- 07.15 Bar Matchless
10pm Wesley Jeremiah
- 07.15 Don Pedro's
8pm tine-tine
- 07.15 Lakeside Lounge
8pm Swimclub
- 07.15 Lit Lounge
10pm The Gentlemen's Bet
- 07.15 Santos Party House
7pm 2 Am Club
- 7pm Your Vegas
- 07.15 Sidewalk Cafe
10pm The Fools
- 07.16 Goodbye Blue Monday
11pm tine-tine
- 07.16 R Bar
7pm Nick Kerilo
- 07.16 Rebel
9pm The Telephones
- 07.17 Cameo
8pm Savoir Adore
- 8pm Acrylics
- 8pm Love Like Deloreans
- 8pm French Horn Rebellion
- 07.17 Freddy's Back Room
9pm Jeanne Marie Boes
- 07.17 Gizzi's Coffee Shop
7pm Daniel Munkus
- 07.18 Ace of Clubs
11pm Ruby Bullet

4

5

2

1b

6

SOME FACTS ABOUT THE DELI

- more info here: www.thedelimagazine.com/nyc/rates

1. TARGET AUDIENCE

Last year *The Deli* gave local and national exposure for free to more than 7,500 emerging bands and artists, and therefore to about 25,000 musicians. **In 2010 our coverage has grown.**

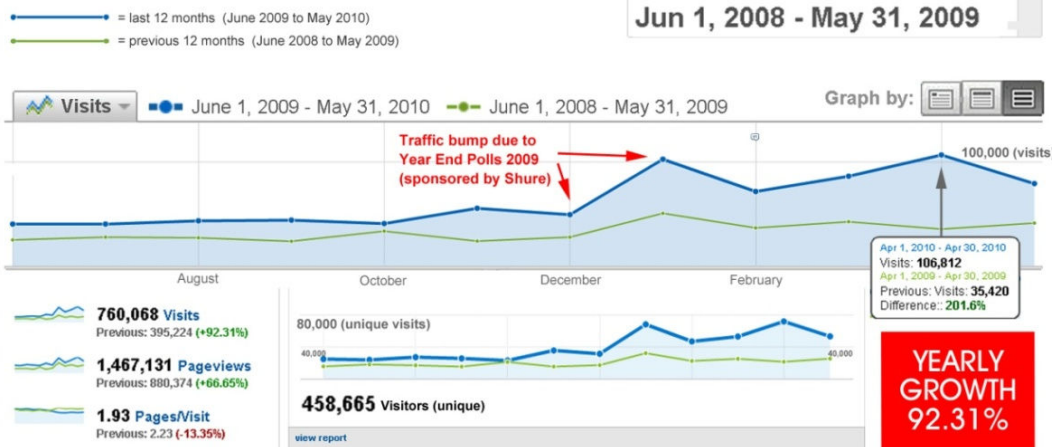
Yearly Artist Exposure Breakdown (estimate)

Daily Blog Posts: 200 bands/artists per month = 1,920 per year
 Monthly Polls : 100 bands/artists per month = 1,200 per year
 User Generated Live Listings: 200/mo. = 2,000 per year
 User Generated Open Blogs: 55/mo. = 660 per year
 Deli Charts = 5k+ / year
 End of Year Poll: 250/year

TOTAL: 7,500 Artists/Bands = 25k musicians

MONTHLY VISITS in the last year compared to the 12 previous months

Jun 1, 2009 - May 31, 2010
 Comparing to:
 Jun 1, 2008 - May 31, 2009

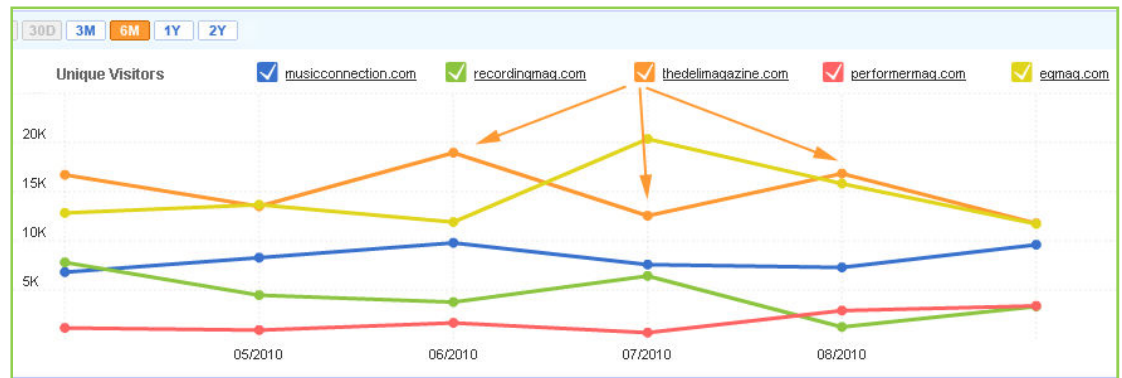


2. PROVEN GROWTH

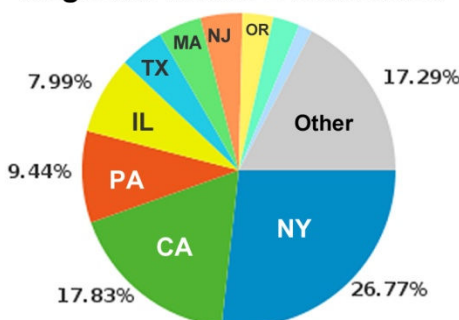
The Deli website's traffic has grown around 90% compared to 2009, and now reaches a monthly audience of 60k - 70k unique visitors (source: Google Analytics)

3. CONSISTENT AND COMPETITIVE WEB TRAFFIC

According to Compete.com, *The Deli's* website in the last 6 months had greater and more consistent traffic than websites of established magazines for musicians like **MusicConnection.com**, **PerformerMag.com**, **RecordingMag.com** and **EQMag.com** amongst others (see graphic).



Regional Traffic Distribution



4. LOCAL IS THE NEW BLACK

The Deli has local editors and writers in each of the 9 scenes it covers – we are there, we see bands live, we know musicians personally.

5. INDEPENDENT, LIKE THE ARTISTS WE FOSTER

Like the artists it promotes, *The Deli* is a completely independent publication run by a team of musicians, music producers and writers.

The Kitchen is the section at the end of *The Deli* magazine (print issues) that deals with audio equipment. Please take a look at the last 5-6 pages of your copy of *The Deli*.

The Kitchen features:

1. Several pages of **audio equipment reviews** - now curated by **SonicScoop.com** (see below).
2. The **Pedal Board and Plug Ins Insert Section**, a playful page featuring brief and to the point info/reviews about 4 plug ins and 4 guitar pedal effects per issue.
3. The **Best Selling Gear Charts** for 10 categories of audio equipment – based on internet sales and other info gathered through our self generating charts (see next paragraph in this regard).

This equipment review section is brought to you by: **MusicPlayers.com**

Shure SLX Wireless Guitar System

By Scott Kahn

If you never evaluated another wireless system for your guitar and just throw the Shure SLX system in your rack, nobody would fault you, and you wouldn't be disappointed. The SLX system provides an easy way to get the most possible out of a wireless system for your guitar and amplifier. It's a complete system consisting of a transmitter, a receiver, a 9-pin connector, a 1/4" cable, and an optional antenna. The system is easy to use, and the receiver can be used to monitor the transmitter's status. The system is also compatible with other wireless systems.

FEATURES ★★★★★
SOUND ★★★★★
PRICE ★★★★★

Using our Music Man, Carvin, and Telecaster guitars through a Shure microphone connected to a Shure SLX system, we found that the system's ability to handle a wide range of frequencies is impressive. The receiver's ability to handle a wide range of frequencies is also impressive. The system's ability to handle a wide range of frequencies is also impressive.

Installation of the SLX system could not have been any simpler. It only took us a few minutes to attach the transmitter and receiver to the guitar and amplifier, and it didn't take long to get the system up and running. The system's ability to handle a wide range of frequencies is also impressive.

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the deli's PEDAL BOARD

Electro Harmonix Holy Grail Nano
 By David Elzer
 Electro Harmonix's Holy Grail Nano is a 10-band graphic equalizer that can be used to shape the tone of your guitar. It's a great tool for shaping the tone of your guitar, and it's a great tool for shaping the tone of your guitar.

Tortuga Martini
 By Ben Miller
 Tortuga Martini's new pedal is a 10-band graphic equalizer that can be used to shape the tone of your guitar. It's a great tool for shaping the tone of your guitar, and it's a great tool for shaping the tone of your guitar.

Akai Head Rush E2
 By Greg Hoy
 Akai's Head Rush E2 is a 10-band graphic equalizer that can be used to shape the tone of your guitar. It's a great tool for shaping the tone of your guitar, and it's a great tool for shaping the tone of your guitar.

Malekko Barker Assembler
 By Arthur Panchenko
 Malekko's Barker Assembler is a 10-band graphic equalizer that can be used to shape the tone of your guitar. It's a great tool for shaping the tone of your guitar, and it's a great tool for shaping the tone of your guitar.

the deli's PLUG-IN INSERTS

AmplTube Fender
 Official guitarists Amp and FX plug-in made in cooperation with Fender. Includes emulation of Fender amps (F50, Telecaster 50, Warm Tone 50), and rack effects (F).

Expansion DCAM
 Official guitarists Amp and FX plug-in made in cooperation with Fender. Includes emulation of Fender amps (F50, Telecaster 50, Warm Tone 50), and rack effects (F).

Izotope Alloy
 Official guitarists Amp and FX plug-in made in cooperation with Fender. Includes emulation of Fender amps (F50, Telecaster 50, Warm Tone 50), and rack effects (F).

Waves Vocal Rider
 Official guitarists Amp and FX plug-in made in cooperation with Fender. Includes emulation of Fender amps (F50, Telecaster 50, Warm Tone 50), and rack effects (F).

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kitchen

best selling gear

GUITAR MULTI FX PEDALS
 BOSS DD-6 DUAL DAMPING 5145
 ELECTRO-HARMONIX SMALL CLONE COSMO 510
 REHRINGER C150
 COMPRESSOR/PHASER 525
 MAXI MI-AP CARBON COPY
 DUAL AMP DRIVE 5100
 HATTEY VXL BASS ATTACK
 PEDAL AND DRIVE BOX 500
 IOP TECHNOLOGIES
 DIGICORR NOISE REDUCTION 5135

MONITORS
 BAKER SBM450 5725
 KEF RP502 B007 G2 5270
 JBL 3051 528 5270
 YAMAHA NS10M 5500
 REHRINGER B2031A 5430
 SANSON RESOV 65A 5350

AUDIO INTERFACES
 TASCAR 8V121 5318
 DIGICORR M002 5255
 REHRINGER CONSOLE MK2 51
 CONTROLLER INTERFACE 5270
 TRU 404 5120
 REHRINGER TRIMBOX 5350
 REHRINGER UC402 535

RECORDING SOFTWARE
 STEINBERG CUBASE 5550
 APPLE LOGIC STUDIO 5300
 KAESLER SONAR
 PROTOOLS 5540
 M-AUDIO PRO TOOLS
 REHRINGER TECHNICIA AT4040 5300
 RECORING SOFTWARE 5300
 SONAR 576 G.5.1
 MODELING SOFTWARE 5325

CONDENSER MICS
 RODE NT1A 5400
 NEIL Y178 5150
 REHRINGER TECHNICIA AT4040 5300
 CAD G4120 5150
 AEG PRECISION 225 5275
 SHURE KM102 5350

EFFECT PLUG-INS
 NUVEE SSL 8000 5214
 M-MULTIMEDIA T-BACKS
 MODELING SOFTWARE 5270
 IZOTOPE FX AUDIO
 RESTRATOR SOFTWARE 5300
 GUITAR RIO 3 5215
 SONIC BANDWIDTH 5110

INSTRUMENT PLUG-INS
 NATIVE INSTRUMENTS MASCHINE 5400
 PROPELLERHEAD REASON 5300
 NATIVE INSTRUMENTS MASCHINE STUDIO 5250
 SPECTRAACOUSTICS COMBIPEAR 5400
 MOTU MPX REAR PRODUCTION SOFTWARE 5200
 GFORCE M-TRON PRO MILLITON 5175

DSP CARDS
 UNIVERSAL AUDIO UAD2 DUB 5950
 SOLID STATE LOGIC
 SILEM P01 5700
 FACULTY LIQUID MK2 51000
 8000 METHELL SPANAM 5100
 T2 ELECTRONIC POWERCORE 5750
 UNIVERSAL AUDIO UAD2

KEYBOARDS
 YAMAHA PVS15
 88-KEY PORTABLE 5700
 ROLAND MD-20
 73-KEY SYNTH WORKSTATION 5850
 CAPIE P520 PVPV 5100
 AKAI MP64R 49-KEY
 MIDI CONTROLLER 5450
 ROLAND BDFP08
 88-KEY 8888 PIANO 5550
 CLAVIA MORD ELECTRO 81-KEY 5105

MIC PREAMPS
 M-AUDIO MOBIPRE 5150
 SET THE MICE 5150
 SR PRO AUDIO PHE 5180
 PROSOUND SUREAL PRO 5510
 STUDIO PROJECTS VTR1 5175
 UNIVERSAL AUDIO DCX 5120

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Sonic Scoop
 SonicScoop.com is a webzine alerting readers nationwide to the very best in audio from New York City.

Founded by veteran journalists Janice Brown (EQ, Pro Sound News, Mix) and David Weiss (Mix, Audio Media), SonicScoop is constantly updated with news, features and reviews.

Bands, producers, and technology specialists blog on recording tips and techniques, studio design, music business advice and more.

Since launching in 2009, SonicScoop has quickly become a leading recording information resource for a dedicated national audience.

UAD-2 Software v5.6
EMT60 140 Plate Reverb

Get More Analog Tone.

LEARN MORE

nyc's music & sound creation connection

sonicscoop

Home Opportunities NYC Spotlight Music Biz Tech Scoop

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NEWS

Native Instruments Introduces George Duke Soul Treasures

Native Instruments' latest software instrument makes the charismatic keyboard...

Stadiumred Launches "Master Series" On 10/28 with Composer Chase Thomas of Avatar: The Game

NYC studio Stadiumred is beginning The "Masters Series" of expert audio...

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George Duke Soul Treasures

Native Instruments Introduces George Duke Soul Treasures

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SCOOTACULAR GIVEAWAY

RECORD

Jordan Galland

WIN an EQP2

NYC SPOTLIGHT

Geoff Sanoff Records 8 Bands in 8 Hours for InSound at Stratosphere

Geoff Sanoff recorded Fake Problems, Dom, Bear Hands, Surfer Blood, Ma Mentor, Woven Bones, Class Actress, Jukebox the Ghost for the ultimate CMJ 2010 midtap.

MUSIC BIZ

Music Seen - Synch Licensing Hot Picks "Yolanda Be Cool & DCUP "We No Speak Americano"

We're amped on this example of a rampanly outstanding sample.

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shane@allformusic.com