





RealRate

# ADVERTISING 2013

## Salon Media Group INC Rank 16 of 23



The relative strengths and weaknesses of Salon Media Group INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Salon Media Group INC compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 388% points. The greatest weakness of Salon Media Group INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 173% points.

The company's Economic Capital Ratio, given in the ranking table, is -631%, being 60% points below the market average of -572%.

Input Variable	Value in 1000 USD
Assets, Current	1,107
Assets, Non-Current	158
Cost of Goods and Services Sold	3,466
General and Administrative Expense	1,638
Intangible Assets	200
Liabilities, Current	14,223
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,517
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,306
Other Liabilities	123
Other Net Income	0
Other Revenues	3,829
Property, Plant and Equipment	92

Output Variable	Value in 1000 USD
Assets	1,557
Liabilities	14,346
Expenses	7,927
Revenues	3,829
Stockholders Equity	-12,789
Net Income	-4,098
Comprehensive Net Income	-4,098
Economic Capital Ratio	-631%