

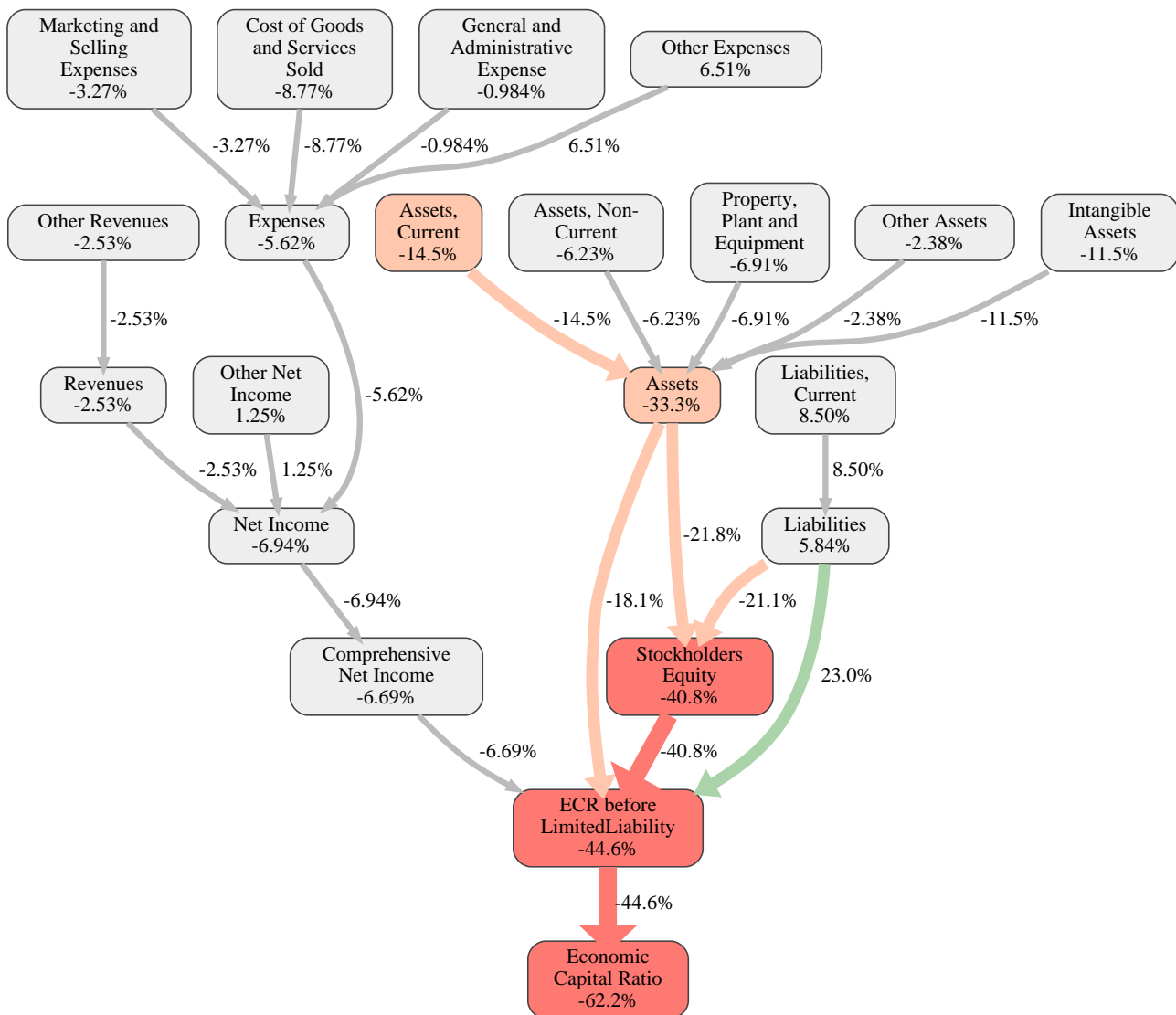


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## ADVERTISING 2014

Salon Media Group INC  
Rank 21 of 27

salon



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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 8.5% points. The greatest weakness of Salon Media Group INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 27%, being 62% points below the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	1,134
Assets, Non-Current	107
Cost of Goods and Services Sold	3,308
General and Administrative Expense	1,249
Intangible Assets	0
Liabilities, Current	11,314
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,521
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,732
Other Liabilities	12
Other Net Income	233
Other Revenues	3,641
Property, Plant and Equipment	58

Output Variable	Value in 1000 USD
Assets	1,299
Liabilities	11,326
Expenses	7,810
Revenues	3,641
Stockholders Equity	-10,027
Net Income	-3,936
Comprehensive Net Income	-3,936
ECR before Limited Liability	-186%
Economic Capital Ratio	27%