

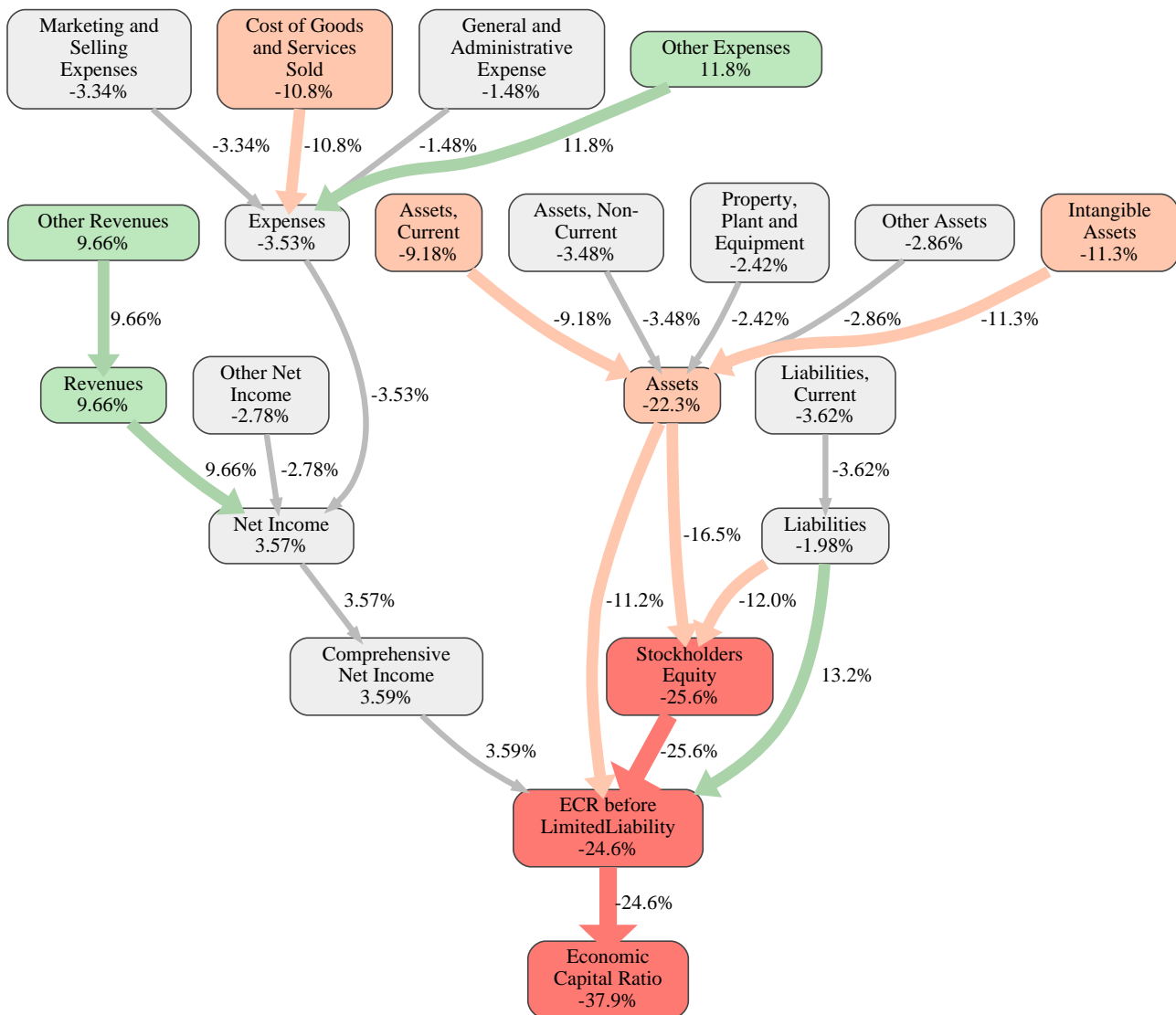


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## ADVERTISING 2017

Salon Media Group INC  
Rank 20 of 28

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 Other Expenses, increasing the Economic Capital Ratio by 12% points. The greatest weakness of Salon Media Group INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 26% points.

The company's Economic Capital Ratio, given in the ranking table, is 43%, being 38% points below the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	1,664
Assets, Non-Current	301
Cost of Goods and Services Sold	3,927
General and Administrative Expense	1,862
Intangible Assets	0
Liabilities, Current	10,248
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,672
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,458
Other Liabilities	69
Other Net Income	0
Other Revenues	6,959
Property, Plant and Equipment	69

Output Variable	Value in 1000 USD
Assets	2,034
Liabilities	10,317
Expenses	8,919
Revenues	6,959
Stockholders Equity	-8,283
Net Income	-1,960
Comprehensive Net Income	-1,960
ECR before Limited Liability	-136%
Economic Capital Ratio	43%