

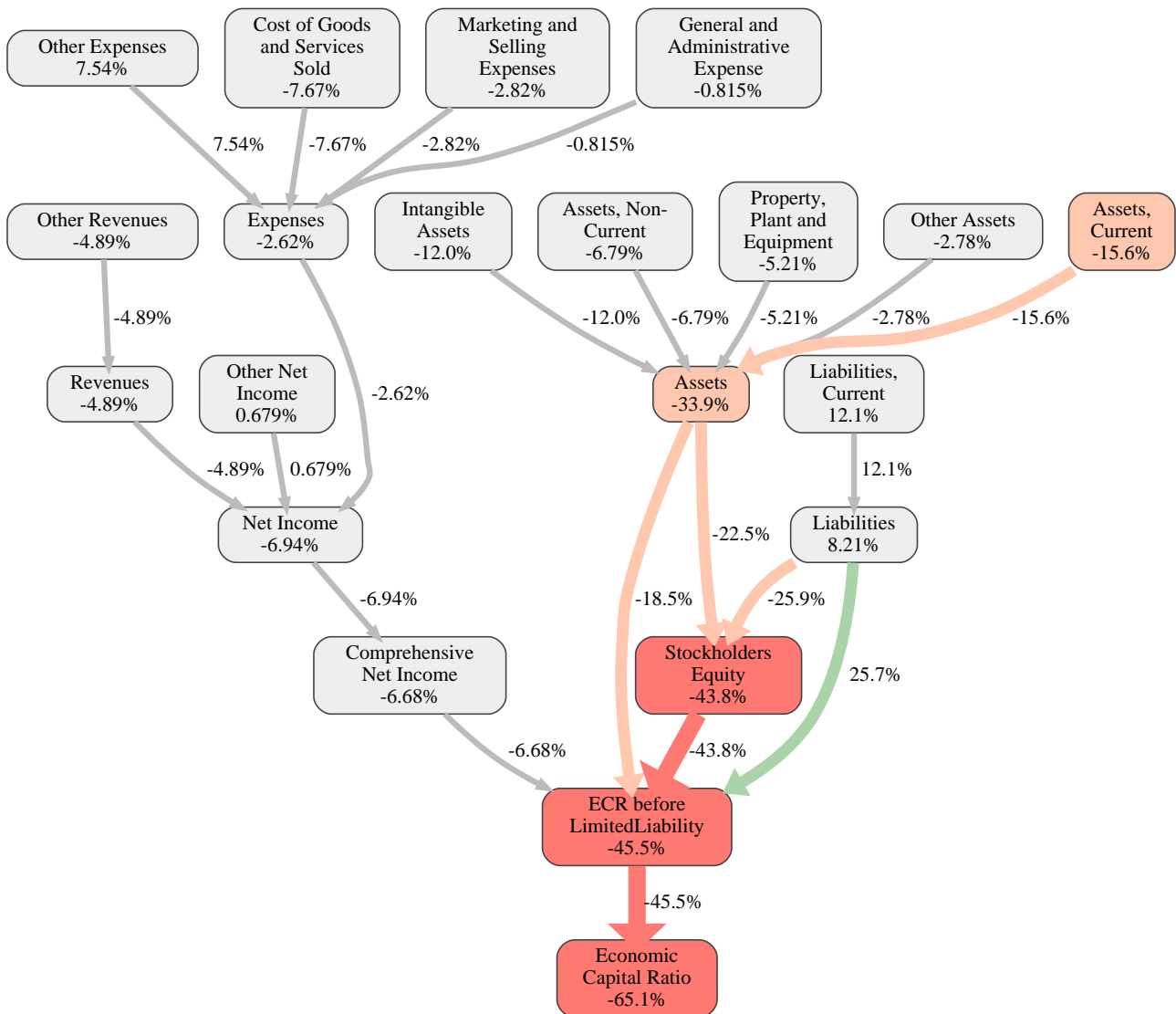


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# ADVERTISING 2014

## Salon Media Group INC Rank 19 of 25

# 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 12% points. The greatest weakness of Salon Media Group INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 44% points.

The company's Economic Capital Ratio, given in the ranking table, is 27%, being 65% points below the market average of 92%.

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
BaseVar	12,154
ECR before LimitedLiability	-186%
Economic Capital Ratio	27%