

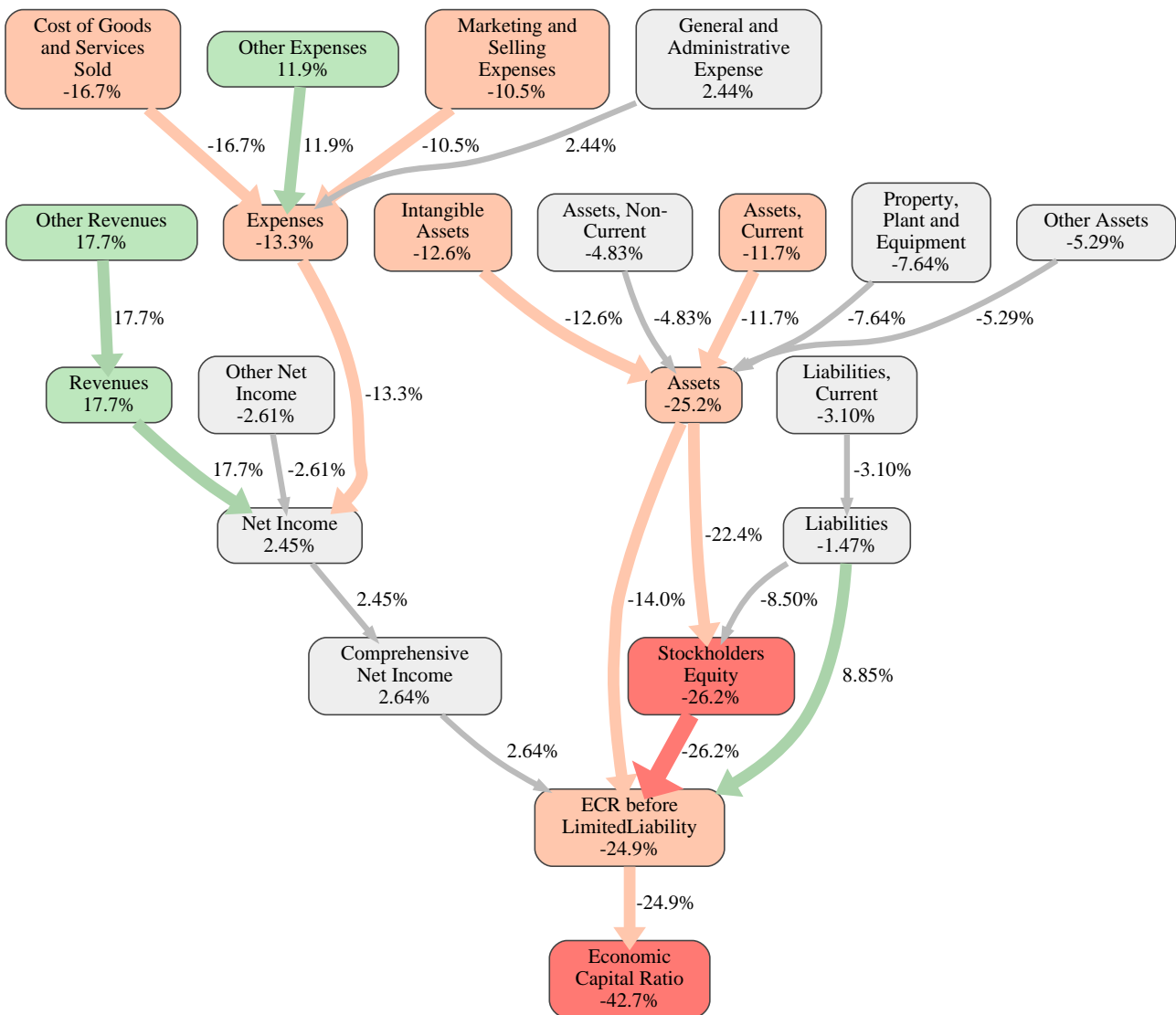


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ADVERTISING 2015

Salon Media Group INC
Rank 23 of 29

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 Revenues, increasing the Economic Capital Ratio by 18% 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 41%, being 43% points below the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	1,883
Assets, Non-Current	96
Cost of Goods and Services Sold	3,447
General and Administrative Expense	1,284
Intangible Assets	0
Liabilities, Current	5,001
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,917
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,542
Other Liabilities	2.0
Other Net Income	0
Other Revenues	6,004
Property, Plant and Equipment	54

Output Variable	Value in 1000 USD
Assets	2,033
Liabilities	5,003
Expenses	8,190
Revenues	6,004
Stockholders Equity	-2,970
Net Income	-2,186
Comprehensive Net Income	-2,186
BaseVar	10,615
ECR before LimitedLiability	-122%
Economic Capital Ratio	41%