

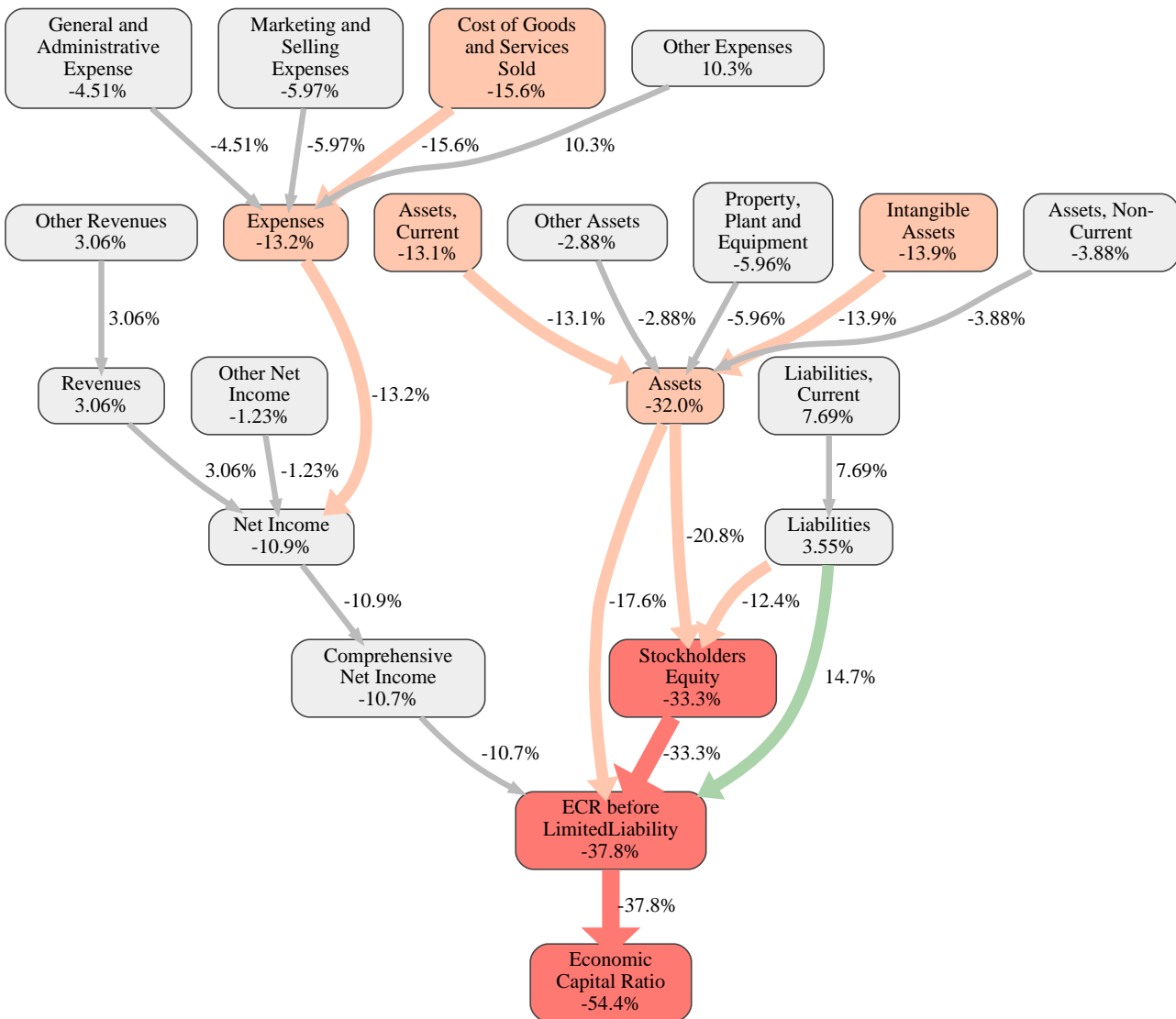


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ADVERTISING 2016

Salon Media Group INC
Rank 24 of 28

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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 10% points. The greatest weakness of Salon Media Group INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 33% points.

The company's Economic Capital Ratio, given in the ranking table, is 24%, being 54% points below the market average of 78%.

Input Variable	Value in 1000 USD
Assets, Current	1,244
Assets, Non-Current	301
Cost of Goods and Services Sold	3,942
General and Administrative Expense	1,813
Intangible Assets	0
Liabilities, Current	8,157
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,783
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,348
Other Liabilities	73
Other Net Income	0
Other Revenues	4,946
Property, Plant and Equipment	60

Output Variable	Value in 1000 USD
Assets	1,605
Liabilities	8,230
Expenses	8,886
Revenues	4,946
Stockholders Equity	-6,625
Net Income	-3,940
Comprehensive Net Income	-3,940
BaseVar	11,834
ECR before LimitedLiability	-176%
Economic Capital Ratio	24%