





RealRate

# ADVERTISING 2019

Salon Media Group INC  
Rank 24 of 28



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 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 15%, being 64% points below the market average of 79%.

Input Variable	Value in 1000 USD
Assets, Current	550
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	2,292
Intangible Assets	0
Liabilities, Current	4,213
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	397
Other Compr. Net Income	0
Other Expenses	355
Other Liabilities	0
Other Net Income	-458
Other Revenues	0
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	947
Liabilities	4,213
Expenses	2,647
Revenues	0
Stockholders Equity	-3,266
Net Income	-3,105
Comprehensive Net Income	-3,105
BaseVar	4,132
ECR before LimitedLiability	-210%
Economic Capital Ratio	15%