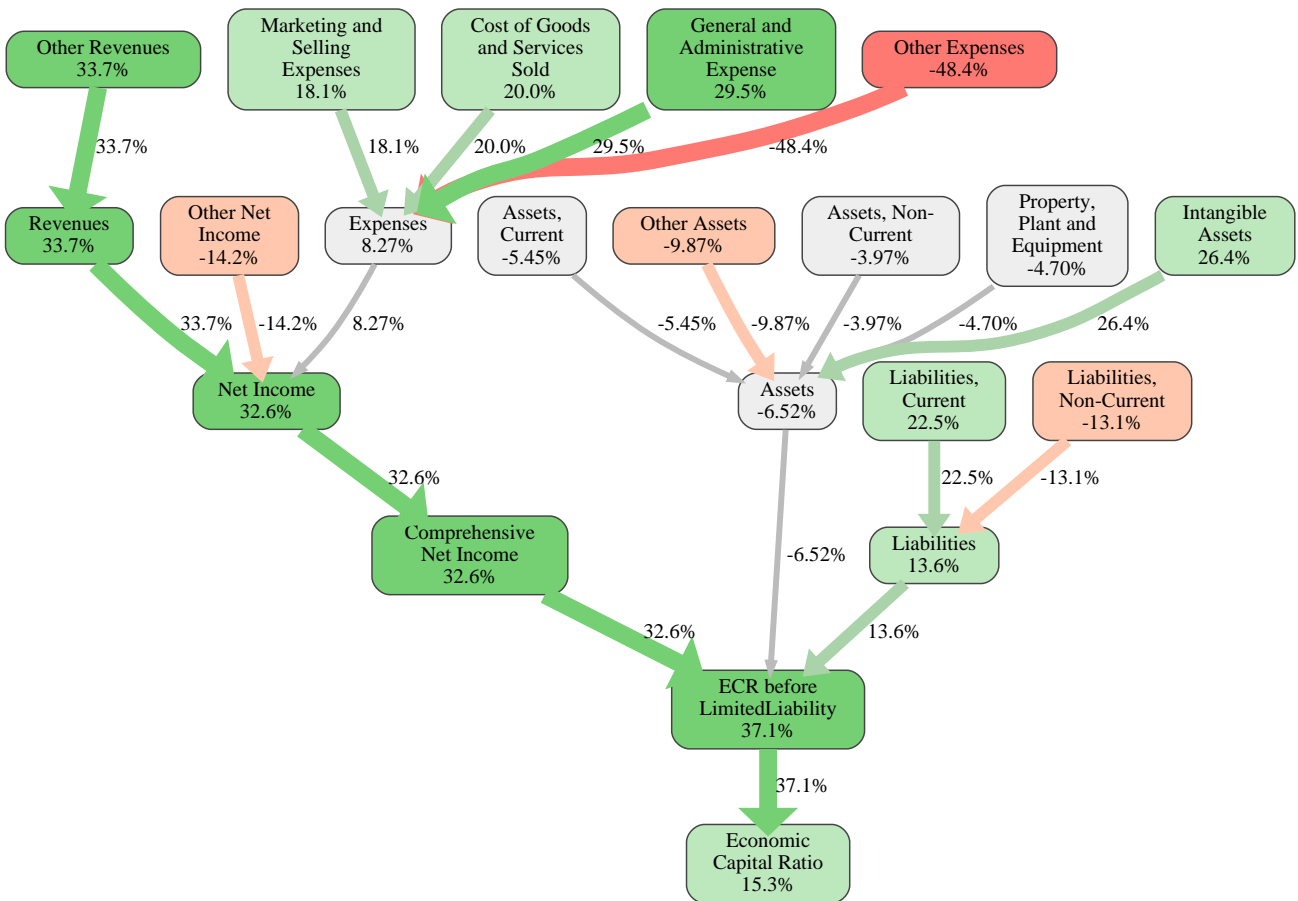




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# ADVERTISING 2013

## Valassis Communications INC Rank 12 of 24





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## Valassis Communications INC Rank 12 of 24

The relative strengths and weaknesses of Valassis Communications 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 Valassis Communications INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 34% points. The greatest weakness of Valassis Communications INC is the variable Other Expenses, reducing the Economic Capital Ratio by 48% points.

The company's Economic Capital Ratio, given in the ranking table, is 99%, being 15% points above the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	601,452
Assets, Non-Current	14,142
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	847,609
Liabilities, Current	450,882
Liabilities, Non-Current	607,332
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	799
Other Expenses	2,014,668
Other Liabilities	57,258
Other Net Income	-28,431
Other Revenues	2,162,084
Property, Plant and Equipment	125,832

Output Variable	Value in 1000 USD
Assets	1,589,035
Liabilities	1,115,472
Expenses	2,014,668
Revenues	2,162,084
Stockholders Equity	473,563
Net Income	118,985
Comprehensive Net Income	119,784
BaseVar	3,455,244
ECR before LimitedLiability	34%
Economic Capital Ratio	99%