

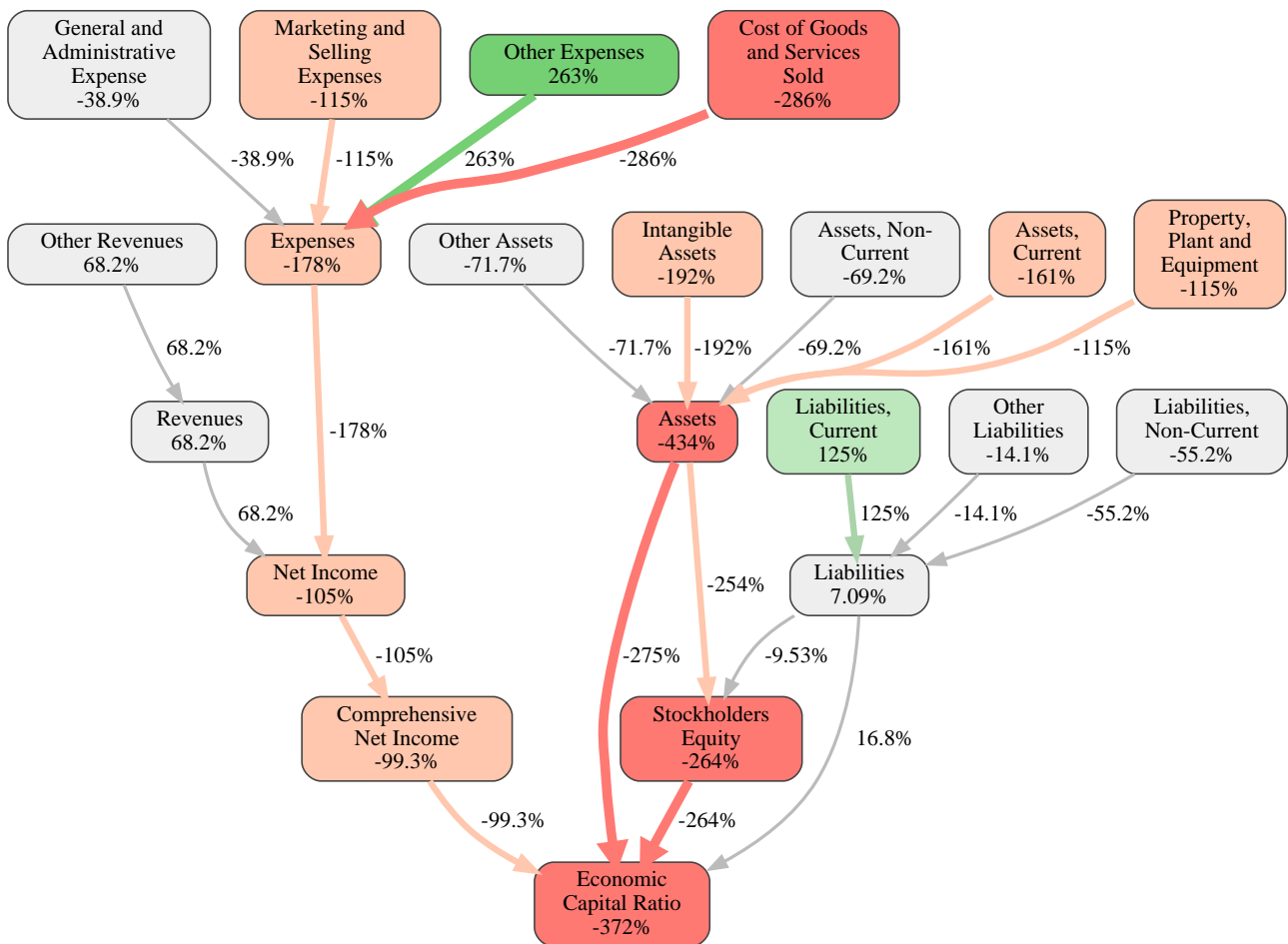


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ADVERTISING 2016

Salon Media Group INC
Rank 25 of 30

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 Expenses, increasing the Economic Capital Ratio by 263% points. The greatest weakness of Salon Media Group INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 286% points.

The company's Economic Capital Ratio, given in the ranking table, is -736%, being 372% points below the market average of -364%.

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
Economic Capital Ratio	-736%