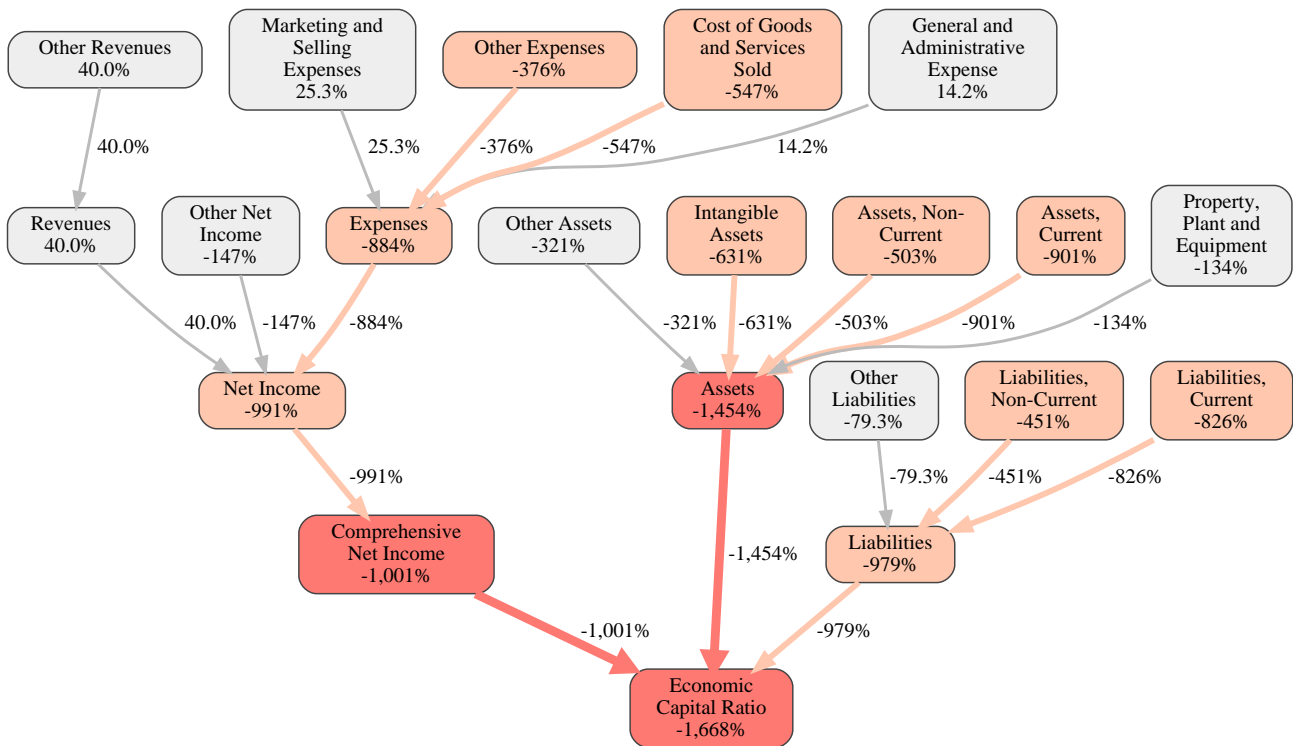




ADVERTISING 2018

Salon Media Group INC
Rank 24 of 27





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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 40% points. The greatest weakness of Salon Media Group INC is the variable Net Income, reducing the Economic Capital Ratio by 991% points.

The company's Economic Capital Ratio, given in the ranking table, is -2,135%, being 1,668% points below the market average of -467%.

Input Variable	Value in 1000 USD
Assets, Current	1,005
Assets, Non-Current	33
Cost of Goods and Services Sold	4,250
General and Administrative Expense	2,194
Intangible Assets	0
Liabilities, Current	4,201
Liabilities, Non-Current	0
Marketing and Selling Expenses	878
Other Assets	0
Other Compr. Net Income	0
Other Expenses	6,818
Other Liabilities	58
Other Net Income	0
Other Revenues	4,570
Property, Plant and Equipment	305

Output Variable	Value in 1000 USD
Assets	1,343
Liabilities	4,259
Expenses	14,140
Revenues	4,570
Stockholders Equity	-2,916
Net Income	-9,570
Comprehensive Net Income	-9,570
Economic Capital Ratio	-2,135%