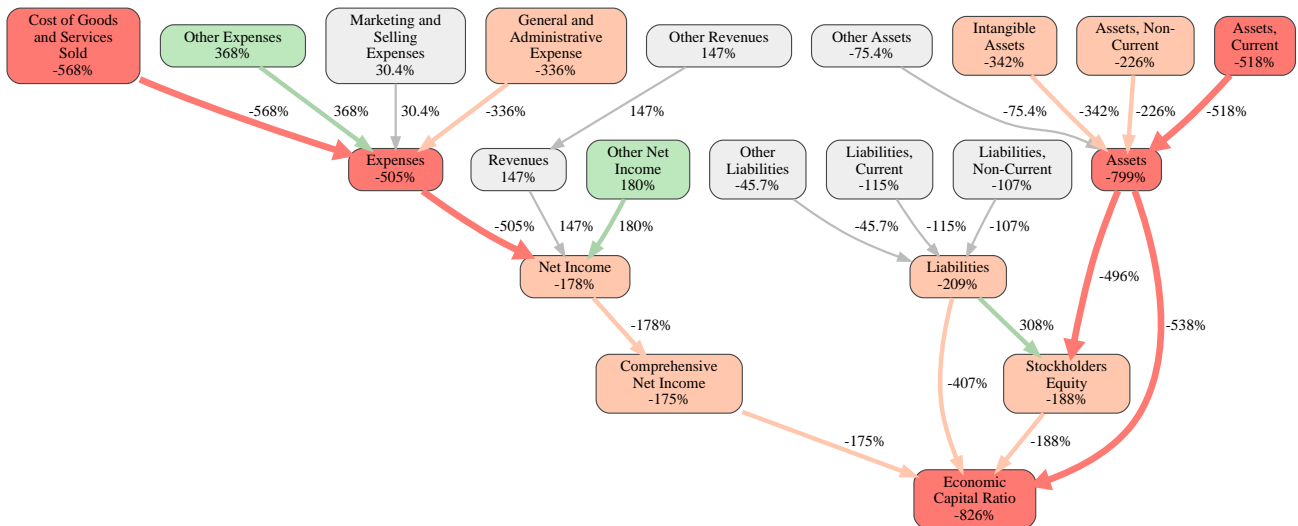




ADVERTISING 2019

SALON MEDIA GROUP INC
Rank 25 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 368% points. The greatest weakness of SALON MEDIA GROUP INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 568% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,138%, being 826% points below the market average of -312%.

Input Variable	Value in 1000 USD
Assets, Current	550
Assets, Non-Current	38
Cost of Goods and Services Sold	3,748
General and Administrative Expense	2,292
Intangible Assets	0
Liabilities, Current	4,213
Liabilities, Non-Current	0
Marketing and Selling Expenses	489
Other Assets	0
Other Compr. Net Income	0
Other Expenses	1,118
Other Liabilities	0
Other Net Income	5.0
Other Revenues	4,537
Property, Plant and Equipment	359

Output Variable	Value in 1000 USD
Assets	947
Liabilities	4,213
Expenses	7,647
Revenues	4,537
Stockholders Equity	-3,266
Net Income	-3,105
Comprehensive Net Income	-3,105
Economic Capital Ratio	-1,138%