



# PARS

**MEDIA KIT**  
2024

# ABOUT PARS

**A** leading publishing industry innovator for nearly 30 years, PARS International is proud to be the official content and IP licensing agent for many of the world's top media brands. We offer a full suite of products and services that includes logo & accolade licensing, hardcopy and digital article reprints, editorial permissions, commemorative products, and more to companies looking to extend the power of coverage in the premier media brands we represent.



# WHAT WE DO



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**O**ur success stems from a blended approach to inbound and outbound marketing and long-standing, deep relationships with some of the world's largest consumers of content across all categories.

**Outbound:** Our team of dedicated salespeople, sales assistants and researchers, reviews, prospects and proactively contacts companies and individuals who may be interested in leveraging our partners' content in their corporate communications, advertising and marketing.

**Inbound:** We respond to demand funneled through various channels, including our media partners, relationships with brands and preferred supplier partnerships.

**Enforcement:** First in the industry, PARS maintains a team dedicated to identifying and converting cases of Copyright and Trademark Infringement. They leverage proprietary tools and methods to identify suspected cases both digitally and offline. This critical function protects the investment our media partners have made in both editorial content and their brands.

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# WHY IT'S **IMPORTANT**



**Incremental Revenue** — Content licensing is a seven-figure revenue line for many of our media partners. With little to no expense, this revenue drops straight to the bottom line.

**Increased Brand Exposure** — Licensed content, particularly logos and accolades that appear in advertising, marketing and recruiting efforts, expose your brand to a wide audience.

**Protect Editorial Integrity** — Having an arm's length in the transaction between creation and the sale of content ensures editorial integrity is maintained.

**Deter Copyright & Trademark Infringement** — PARS polices suspected infringements of your copyrighted content and trademarked logos through the use of digital and offline sources. Our efforts both monetize infringing uses and protect the core value of your assets.

#### **Why Outsource**

According to the 2022 Deloitte Global Outsourcing Survey 52% of all companies outsource key business functions such as legal, tax, HR or finance. Why? because they get the best of both worlds, better performance and lower costs.

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## SOME OF OUR PARTNERS

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**Entrepreneur**

**TRAVEL+  
LEISURE**

**tripsavvy**

**BuzzFeed**

**The New York Times**

**Forbes**

**The Boston Globe**

**CNN**

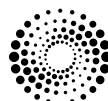
**The  
Guardian**

**TIME**

**!HUFFPOST!**

**INSIDER**

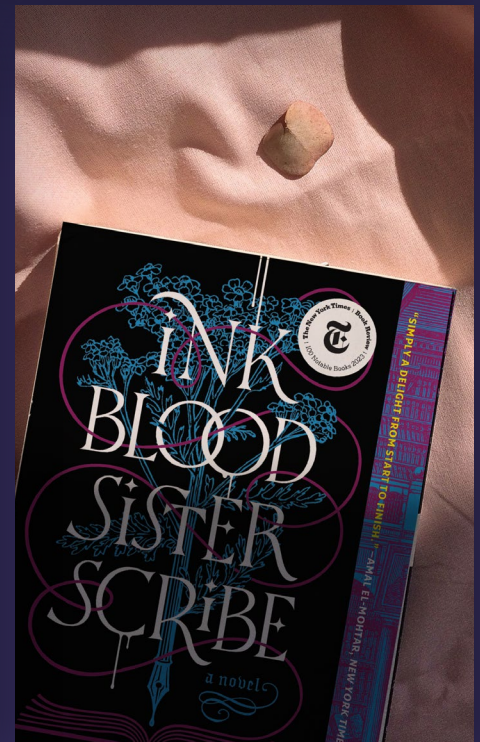
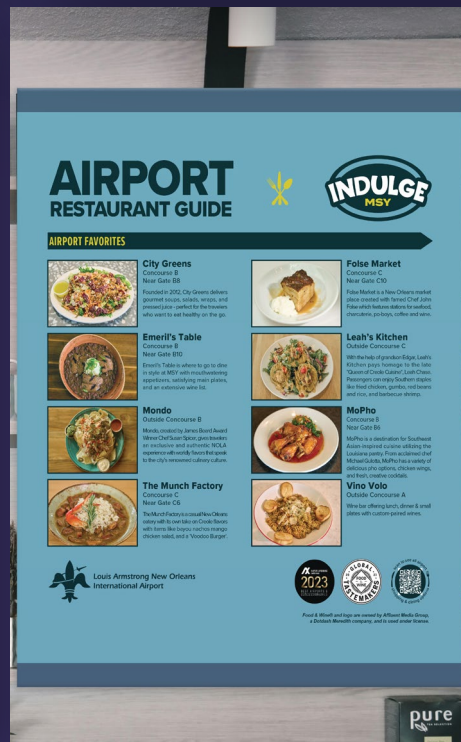
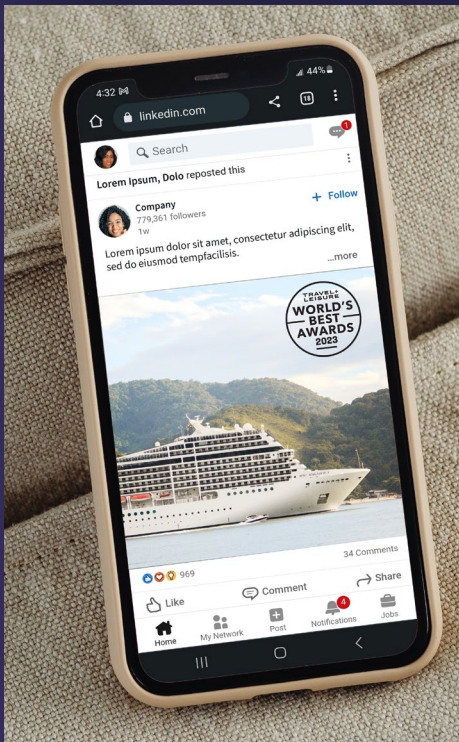
**InvestmentNews**



**REUTERS**

**FORTUNE**

# EXAMPLES OF OUR WORK



# LICENSING

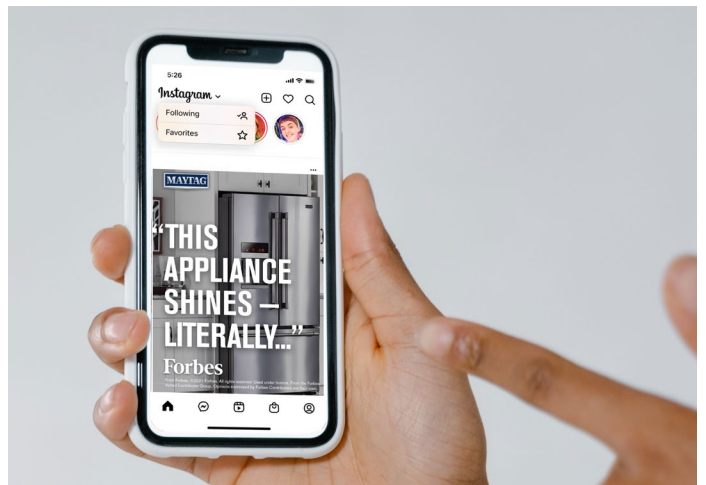
## ADVERTISE



PRINT



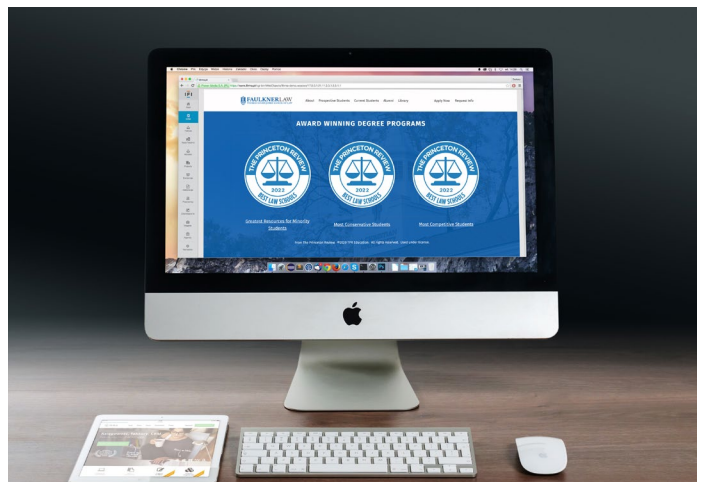
DIRECT MAIL



SOCIAL MEDIA



3RD PARTY RETAIL



WEBSITE

# MERCHANDISING & OOH



APPAREL



MUGS



LAPEL PINS

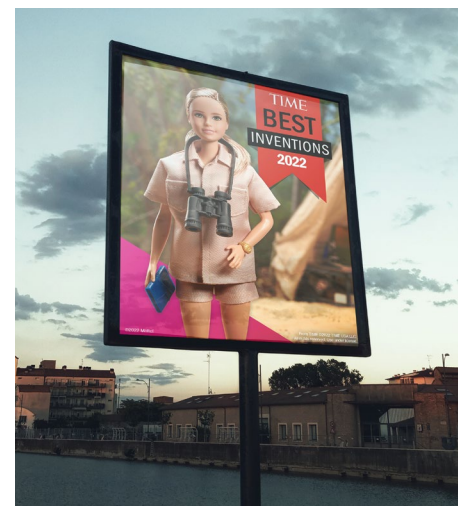
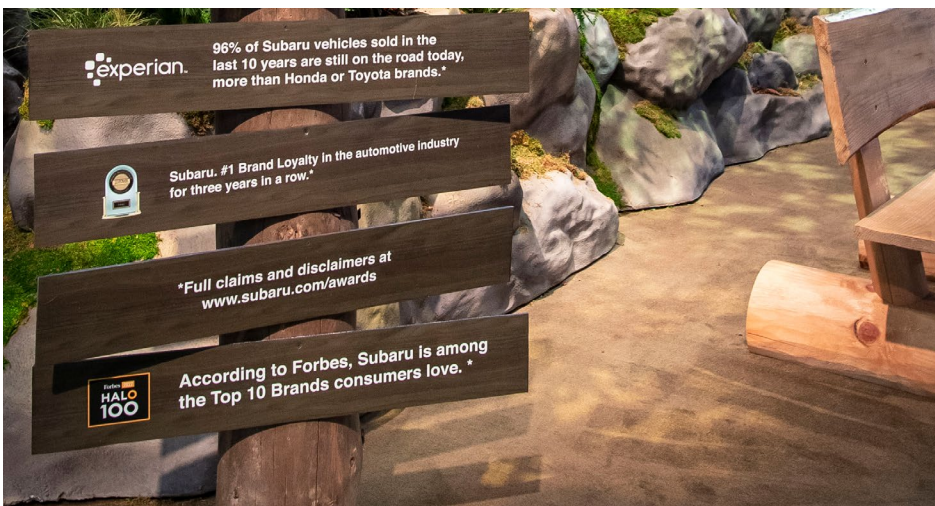


OOH



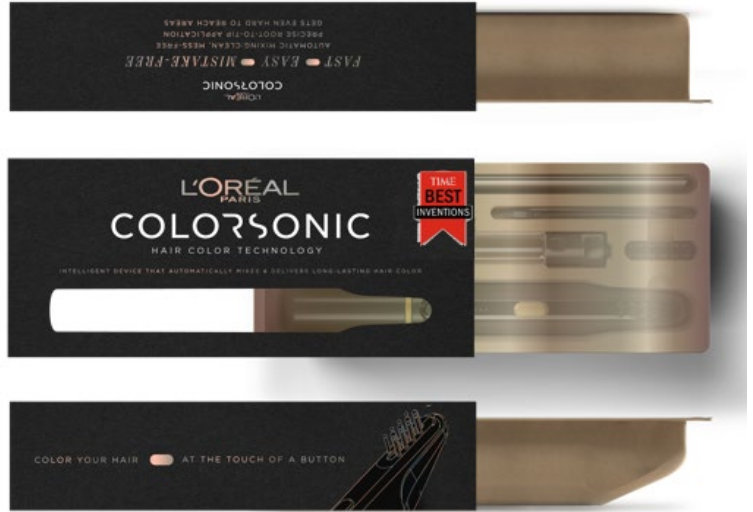
OOH

# OUT OF HOME (OOH)





# TRADE SHOWS & EVENTS AND PRODUCT PACKAGING



TRADE SHOW



TRADE SHOW

# COMMEMORATIVE PRODUCTS

REPRINTS, E-PRINTS, PLAQUES AND MORE



WOOD PLAQUE



METAL PLAQUE



BAMBOO PLAQUE



FRAMED PRINT



CRYSTAL DESKTOP AWARD



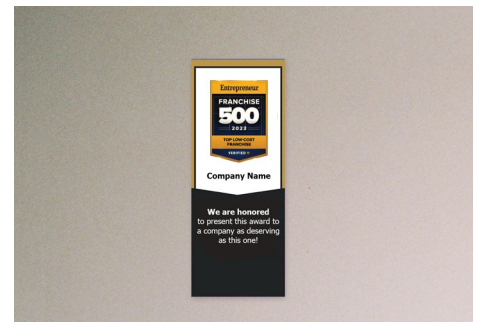
BAMBOO DESKTOP AWARD



E-PRINT & PDF



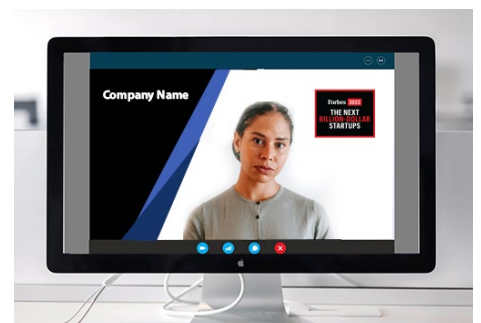
REPRINT



BANNER



WINDOW CLING



VIRTUAL BACKGROUND

# ABOUT US

## Our Story...

Having worked together for many years in the Publishing industry, **Cynthia Osborne-McKean** and **Steve Mussman** combined their sales and marketing experience and honed their skills and expertise for repurposing editorial content in many shapes, forms, and products. From this background, PARS International Corp. (Publisher's Ancillary Revenue Services) was founded in New York City in June 1994. For many years PARS specialized in marketing Reprints, E-Prints, Permissions, Co-Branded Merchandise, and Ancillary Products.

These two publishing veterans/entrepreneurs decided to establish their business in New York City because of New York's long-established reputation as a publishing hub for magazine, newspaper and digital content, the availability of a vast talent pool, and for the opportunity to bring new products and services to many companies.

About a decade ago, they reinvented the company together and, alongside a veteran management team, as a Content Media Marketing/Licensing firm representing some of the best-known clients in the industry. This team of talented individuals is still intact and working together every day to continue to bring content and accolade licensing and The Best Of and Top performance list sales to the marketplace and to their customers on behalf of their content, producing clients.

PARS is deeply dedicated to its employees, clients, and customers. They have created a profitable and sustainable business that's focused on the values of being present for one another, on being innovative, and simply doing the right thing for consumers and the company.

### **Joe Nunziata III**, *Vice President, Sales Operations*

Joe leads PARS' Licensing, Product and Permissions Sales teams, managing staff and systems. He came to PARS in 2006 from Time Inc. where he worked in a variety of roles including Director of Ancillary Products at Fortune where he managed the Fortune Reprint Program and launched the Fortune Recognition Program and the Fortune Datastore. Joe holds an MBA from St. John's University, is a huge sports enthusiast and lover of classic rock.

### **Andy Speter**, *Vice President, Business Development*

Andy has nearly 30 years of experience across all aspects of publishing, media, and marketing including advertising sales, audience development, marketing, sales, sales management, editorial, content licensing, finance, and corporate/executive management. At PARS, his responsibilities include identifying and pitching new clients, monitoring industry trends and developments, fostering client relationships, and driving organic growth for existing partners that results in incremental revenue. Since joining the company, he has been instrumental in expanding the business into newspapers and digital media — both key areas of strength for PARS. His activities have focused on assisting clients in monetizing their content and brands through licensing, syndication and protection of intellectual property, trademark, and copyright. Andy enjoys cooking, baseball, hiking, skiing, tennis, technology and cars. He is also an avid outdoorsman.

### **Jackie Kurtz**, *Vice President of Design and Production*

Jackie leads the PARS production staff, which has quadrupled its output under her direction. An industry veteran of more than 25 years, prior to joining the PARS Team, Jackie spent seven years at CMP Media culminating in the role of Senior Artist in that company's Reprint Services division. Jackie oversees PARS' production processes and design team and contributes to the innovation of new product offerings. Jackie is an alum of the University of Florida with a Master's degree from NYU. She is an avid sports fan and a black belt in karate.

### **Robyn Roberts**, *Vice President, Sales & Customer Service*

Both a PARS and publishing industry veteran, Robyn's unique insight and leadership skills have earned her a proven track record of increased financial return to PARS' media partners. Armed with a keen sensitivity to customer needs and spending behaviors, Robyn is a specialist in deal negotiation, pricing strategies and solutions. She guides the sales team in closing challenging deals, cultivates vibrant customer relationships, and nurtures healthy client partnerships. She regularly strategizes with the marketing team to create revenue-generating campaigns and develop viable licensing offerings particularly for list, award and affiliate marketing content. Robyn is a graduate of Syracuse University's S.I. Newhouse School of Public Communications and is an active community servant with a wanderlust bug.

### **Jennifer Eclipse**, *Group Sales Manager*

First starting with PARS as a sales assistant, Jen became invaluable to fueling client communication, processing orders, providing customer service, and liaising internally between sales, production, and accounting. With Jen's understanding of PARS' processes and client-side needs, she was quickly promoted and soon became a top sales rep progressively earning larger content assignment and increasing revenue for PARS' most sought after accounts. 20 years later, she brings all of those strengths to her current role in which she is responsible for day-to-day management of the sales team and for liaising between the marketing team and publisher clients to secure successful and timely campaign launches and to drive sales. Jen is a cycling enthusiast and DIYer.

# WHAT DO I DO IF SOMEONE IS INTERESTED IN **LICENSING?**

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**G**et the PARS Team involved as soon as possible. We will work with you to properly assess and value the client's ask so we can together determine the best path forward.

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# HOW WE CAN WORK **TOGETHER**

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**Communication** — Day to day about new content, opportunities, ongoing business and infringements.

**Projects** — Special features, lists, etc.

**Tradeshows & Events** — CES, E3, MWC, etc.

**Strategy Sessions** — Regularly scheduled with the business team.

**Reporting** — Portal, dashboard, custom reports and alerts.

**Education** — Internal and external stakeholders (Business, Sellers, Editorial, Agencies and Clients) about the value of your content and brand in the marketplace.

**Infringements** — Establish guidelines and make referrals to infringements team to pursue and convert to paid licenses.

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# BECOME A **PARTNER**

**Intrigued? Have questions? Curious about what your brand and content might be worth?**

**If you are a producer or owner of content (articles, images, graphics, logos or video), please give us a few details [HERE](#) and we will be in touch shortly to review and discuss your needs.**

**We look forward to speaking with you!**

