



JOB DESCRIPTION

SALES REPRESENTATIVE

Latitudes & Attitudes Magazine is a leading publication dedicated to the boating and cruising lifestyle. Now in its 27th year, it is the #1 bestselling print magazine in its category on U.S. newsstands, celebrating real-life adventures on the water. Published bi-monthly (6 issues per year), the magazine inspires a passionate community with stories of global cruising, practical advice, gear reviews, and the carefree "island time" spirit.

We are seeking a motivated and results-driven Sales Representative to join our team and drive revenue through the sale of print advertising and digital campaigns.

JOB TITLE

Sales Representative –
Print & Digital Advertising

LOCATION

Remote / Flexible
(Headquartered in Ohio)

EMPLOYMENT TYPE

Part-Time /
Commission-based

JOB SUMMARY

The Sales Representative will be responsible for generating new business and managing existing client relationships to sell advertising space in our print magazine and across our growing digital platforms (website, email newsletters, social media promotions, and digital editions). You will work with marine industry brands, boat manufacturers, gear suppliers, charter companies, marinas, tourism boards, and lifestyle companies targeting the cruising/boating audience to help them reach our highly engaged readership of active cruisers and dreamers.

This role combines outbound prospecting, consultative selling, relationship building, and closing skills in a niche, passion-driven market.

WHY JOIN LATITUDES & ATTITUDES?

Be part of a beloved brand and vibrant community that's been inspiring cruisers for over 25 years, Work in a niche market with passionate advertisers and readers who love what they do. Unlimited earning potential through competitive commission structure on print and digital sales. Flexible remote work environment with a small, dedicated team. Opportunity to attend boat shows, cruiser parties, and industry events.

KEY RESPONSIBILITIES

- **Prospect and Generate Leads:** Identify and research potential advertisers within the marine sector (e.g., boat builders, equipment manufacturers, apparel brands, navigation tech, charters, destinations, insurance providers, and more).
- **Sell Print Advertising:** Pitch and close full-page, half-page, quarter-page, and specialty ad placements (covers, inserts etc...) in our bi-monthly print issues.
- **Sell Digital Campaigns:** Develop and sell integrated digital packages, including banner ads, sponsored content, newsletter features, social media takeovers, video promotions, website homepage placements, and custom email blasts.
- **Build and Maintain Relationships:** Manage a portfolio of existing advertisers with regular check-ins, performance reporting, renewal negotiations, and upselling opportunities.
- **Consultative Selling:** Understand client marketing goals and create tailored ad solutions that deliver measurable ROI, using our audience demographics, circulation data, and engagement metrics.
- **Prepare Proposals and Contracts:** Develop professional proposals, media kits, rate cards, and contracts; negotiate terms and secure signed agreements.
- **Track and Report Sales Activity:** Use CRM tools to log calls, meetings, pipeline status, and forecasts; provide regular updates on sales progress.
- **Attend Industry Events:** Represent the magazine at select boat shows, cruiser gatherings and trade shows to network and generate leads (travel as needed).
- **Collaborate Internally:** Work closely with editorial, production, and digital teams to ensure ad specifications are met and campaigns launch successfully.

QUALIFICATIONS & REQUIREMENTS

- Proven track record in media sales (magazine, newspaper, digital publishing, or broadcast) – marine/boating industry experience is a strong plus but not required.
- 2+ years of B2B outside sales experience, with demonstrated success in commission-based or quota-driven roles.
- Strong understanding of print advertising mechanics (ad sizes, bleeds, deadlines) and digital advertising (CPM, CPC, impressions, clicks, sponsored content).
- Excellent communication and presentation skills – comfortable cold-calling, pitching via phone/Zoom, and building rapport with business owners and marketing directors.
- Self-motivated, resilient, and goal-oriented; thrives in a performance-based environment.
- Proficiency with CRM software, Google Workspace/Microsoft Office, and basic digital ad tools.
- Passion for boating, sailing, cruising, or the marine lifestyle is highly desirable – you "get" our audience.
- Ability to travel occasionally for trade shows and events.

APPLY TODAY

If you're a hunter with a passion for the water and a talent for closing deals, we want to hear from you! Help us connect great marine brands with the cruising community. To apply, please send your resume and a brief cover letter explaining why you're excited about selling for Latitudes & Attitudes to melanie@kylemediainc.com