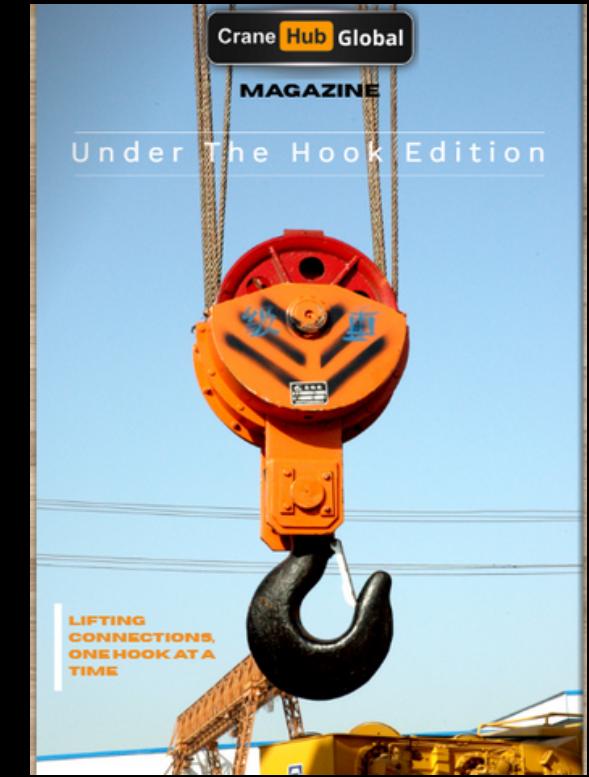
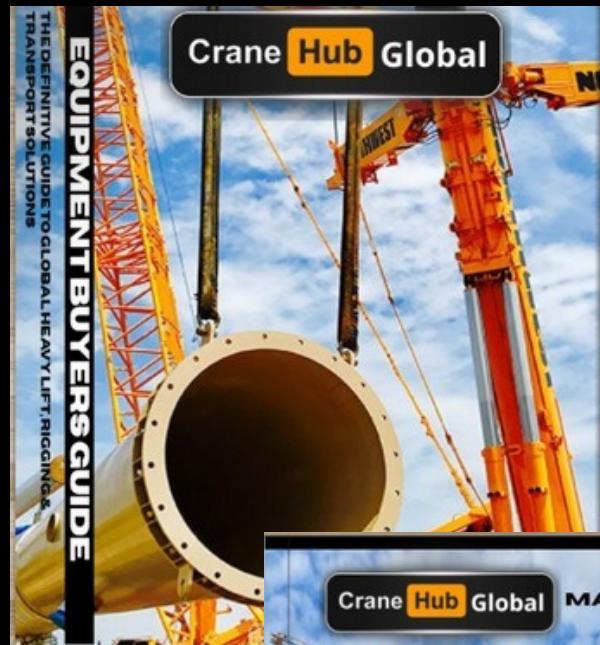
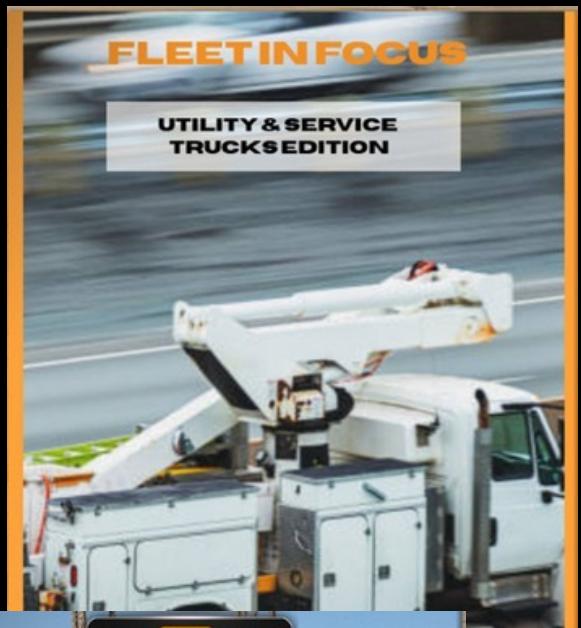


Specialty Publications
Unbiased News & Content.

Global Reach, Local Impact
Powered by the industries
leading Social Community



Crane Hub Global delivers the largest organic, verified audience in the crane and lifting sector, with 4X higher engagement than legacy competitors.



We are the crane, lifting, and specialized transport industry's largest all-digital media platform.

With a global, verified audience and 100% organic growth, we deliver 4X more engagement than legacy competitors.

- Global Reach:** Connect with decision-makers in North America, LATAM, Europe, Asia & Africa.
- Targeted Audience:** Trusted by crane owners, operators, OEMs, and fleet managers.
- Multi-Platform Exposure:** Amplify your message through the website, podcast, and social media.
- Industry Authority:** A recognized leader in crane and heavy-lift media.
- Thought Leadership:** Showcase expertise through features, case studies, and interviews.
- Proven ROI:** Custom analytics and measurable results.



The Result:

Your brand reaches a global community of decision-makers, operators, and buyers across every medium they trust.

ALLIED INDUSTRIES 9%

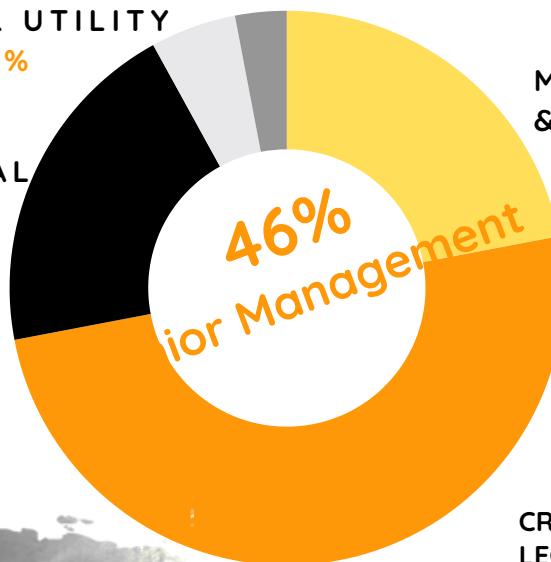
CONSTRUCTION & UTILITY

CONTRACTORS 12%

CRANE & HEAVY

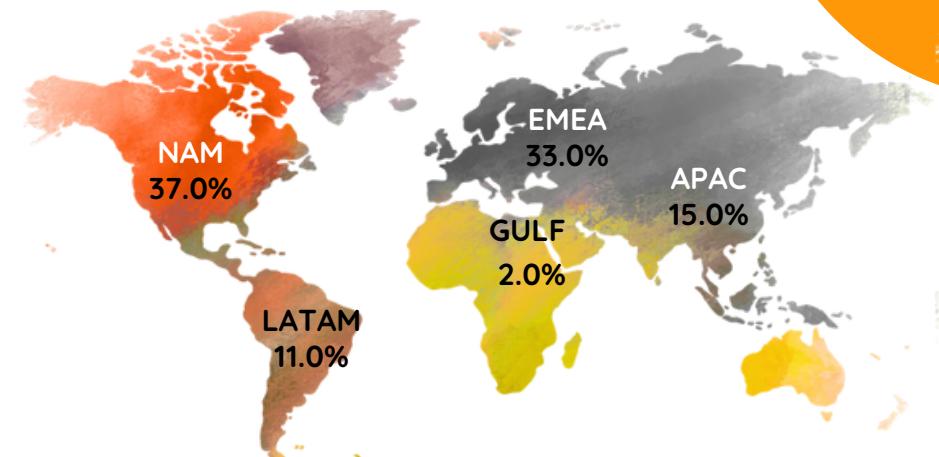
EQUIPMENT RENTAL

COMPANIES 19%



Audience Demographics

Audience Location



Why Work With US?

CRANE HUB CONTENT DELIVERS 4X MORE ENGAGEMENT THAN LEGACY COMPETITORS. OUR AUDIENCE ISN'T JUST LARGE—IT'S ACTIVE, INVESTED, AND INFLUENTIAL. EVERY FOLLOWER IS 100% ORGANIC: NO PURCHASED LISTS, NO BOTS.

SOCIAL MEDIA STATS:

- ENGAGEMENT PER POST: 101-112 (VS. 27 FOR NEAREST COMPETITOR)
- +32% NEW ORGANIC FOLLOWERS IN 2025
- 46%+ OF OUR AUDIENCE ARE SENIOR LEADERS AND DECISION-MAKERS

REACH

200K+

GLOBAL AUDIENCE

160K+

SOCIAL MEDIA FOLLOWERS

MAGAZINE STATS

42K+

VERIFIED SUBSCRIBERS

12:50

AVG SESSION TIME

42%

OPEN RATE

36%

CLICK RATE

Grow Your Brand, Amplify Your Reach!



57k +



54k +



42k +

Flexible. Simple. Powerful.

Crane Hub Global uses a credit system so you can mix and match advertising across magazine, digital, social, and podcast channels.

BASIC PACKAGE

25 CREDITS

\$7,250.00 USD

1 CREDIT

\$300.00 USD

PREMIUM PACKAGE

35 CREDITS

\$9,625.00 USD

BRAND GROWTH PACKAGE

50 CREDITS

\$12,500.00 USD

MARKET DOMINATION PACKAGE

100 CREDITS

\$22,500.00 USD

5 Credits = 1 Full Page Magazine Advert

5 credits = 800 Word Article

8 Credits = 1200 Word Article

10 Credits = 2 Page Magazine Spread: Advert or Editorial

15 Credits = Cover



sarens FRANCE

PRECISION AT THE PORT OF DIEPPE

As part of France's EPR2 project, Sarens France took on a unique challenge for CERN. Eighteen-tonne mobile cranes had to work in perfect harmony to prevent deformation of the massive pipe. This required a meticulously choreographed lift plan, with every move calculated to the millimeter.

The real test wasn't brute force, but precision. Eight telescopic mobile cranes, ranging from 80 to 120t, had to work in perfect harmony to prevent deformation of the massive pipe. This required a meticulously choreographed lift plan, with every move calculated to the millimeter.

From the earliest planning stages to the final launch, the project demanded intense coordination and flawless execution. The operation showcased Sarens' expertise in complex, synchronized lifting—and the dedication of its crews on the ground.

A special acknowledgment goes to all the Sarens teams for their commitment, and to HERBOSCH-KIERE for their trust in delivering such a finely tuned performance.

HEAVY HAUL & SPECIALIZED TRANSPORT DIGEST

Crane Hub Global



Credits can be used for all Services.

The credits don't expire; use at any time, at your discretion.

We are the leading fully digital Crane industry Magazine!

Every ad comes alive:
clickable, trackable, and video-enabled.

Advertising Opportunities

Click. Watch. Connect.



Advert Specifications

sarens FRANCE

PRECISION AT THE PORT OF DIEPPE

As part of France's EP21 project, Sarens France took on a unique challenge for client HERBOSCH-KIENE - the launch of a 188-metre, 43-tonne pipeline.

The real test wasn't brute force, but precision. Eight telescopic mobile cranes, ranging from 80t to 120t, had to work in perfect harmony to prevent deformation of this massive pipe. This required a meticulous, choreographed lift plan, with every move calculated to the millimeter.

Live Area: 7.37" x 10.12"

200mm W x 273mm H
(7.875in W x 10.75in H)

From the earliest planning stages to the final launch, the project demanded intense coordination and flawless execution. The operation showcased Sarens' expertise in complex, synchronized lifting - and the dedication of its crews on the ground.

200mm W x 273mm H
(7.875in W x 10.75in H)

A special acknowledgment goes to all the Sarens teams for their commitment, and to HERBOSCH-KIENE for their trust in delivering such a finely tuned performance.

Front and Back Cover		Half Page Vertical	
Live Area: 7.37" x 10.12"	57mm W x 251mm H (2.250in W x 9.875in H)	Full Page	
200mm W x 273mm H (7.875in W x 10.75in H)	180mm W x 118mm H (7.062in W x 4.625in H)	Half Page Horizontal	
200mm W x 273mm H (7.875in W x 10.75in H)	86mm W x 118mm H (3.375in W x 4.625in H)	Two Page Spread	
200mm W x 273mm H (7.875in W x 10.75in H)		Quarter Page	

Your ads reach more readers, across more regions, and on more screens – maximizing visibility while minimizing cost!

Crane Hub Global is going bigger than ever with a new exclusive edition dedicated to EMA, Gulf, APAC & ANZ.

🚀 6 issues. 4 powerhouse regions. Unlimited opportunities.

Get regional insights, exclusive features, and unmatched visibility all powered by Crane Hub's global reach and multi-channel network.

👉 Your brand. Front and center in the world's fastest-growing crane markets.



Q1

January

Global Market Outlook & Regional Expansion

Ad Close 13/1

Publish Date 15/1

March

Safety & Training

Ad Close 10/3

Publish Date 3/12

Q2

May

Specialized Transport

Ad Close 12/5

Publish Date 14/5

Q3

July

Innovation & Infrastructure

Ad Close 7/7

Publish Date 9/7

Q4

November

Future Forces: Youth, Tech & Trade

Ad Close 10/11

Publish Date 12/11

September

Smart Fleets, Smart Routes

Ad Close 8/9

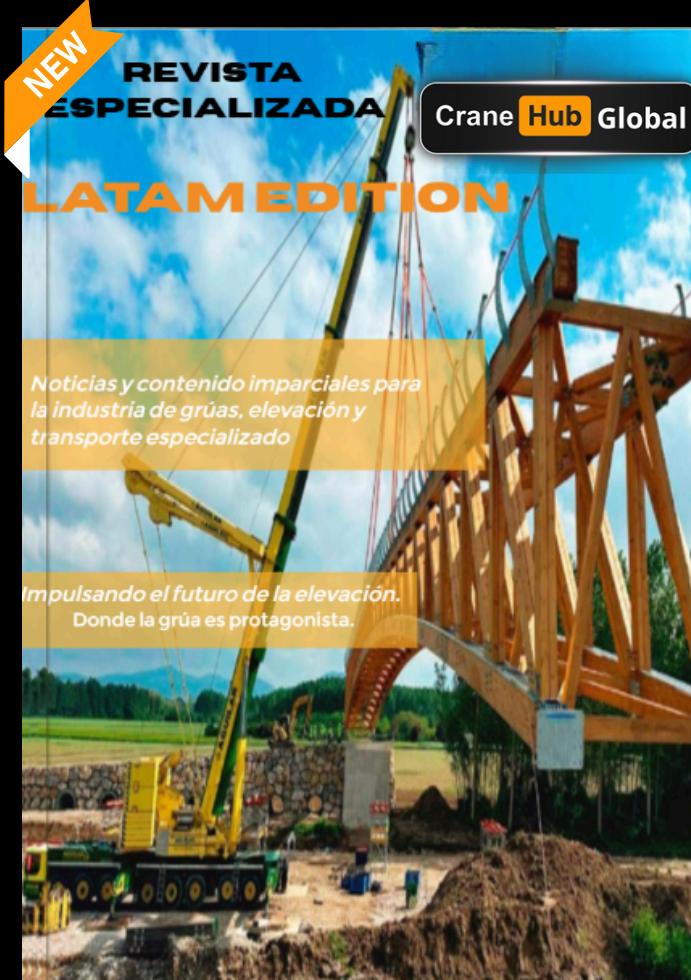
Publish Date 10/9

Crane Hub Global launches a dedicated LATAM edition, bringing the region's crane and lifting industry to the global stage.

6 issues. 1 region. Endless opportunities.

Packed with local insights, regional stories, and premium advertising space, this edition connects your brand to the most dynamic markets in Latin America.

Also available in Spanish for maximum regional impact.



Q2

Q1

February

Growth Drivers & Urban Access

Ad Close 2/10

Publish Date 2/12

April

Training, Small Equipment & Ground Realities

Ad Close 4/7

Publish Date 4/9

June

Regional Transport + Public Works

Q3

August

Smart Fleets, Smart Routes

Ad Close 8/10

Publish Date 8/13

Ad Close 6/9
Publish Date 6/11

Q4

October

Sustainability & Eco Gear

Ad Close 10/6

Publish Date 10/8

December

Awards, Innovation & 2027 Outlook

Ad Close 12/8

Publish Date 12/10



Crane Hub Global is expanding upward with an exclusive new publication dedicated to the access, telehandler, and small-lift sectors

🚀 6 issues. Endless opportunities to elevate your brand, all amplified through Crane Hub Global's unmatched digital footprint and multi-channel reach.

👉 Your equipment. Your innovations. Your message. Positioned front and center in the fastest-growing access and telehandler markets on the planet.

Q1 January
Global Market Outlook

Ad Close 1/20
Publish Date 1/22

March
Connexpo Edition

Ad Close 3/17
Publish Date 3/20

Q2 May
Lift & Access equipment safety trends

Ad Close 5/19
Publish Date 5/21

July
access operator field insights

Ad Close 7/14
Publish Date 7/16

Q3 September
Lift & access equipment technology
Ad Close 9/15
Publish Date 9/17

Q4 December
Innovation & 2027 Outlook
Ad Close 12/15
Publish Date 12/17

Lift, Telehandlers & Access Magazine connects the entire elevated work ecosystem with the news, education, and industry intelligence needed to keep people safer, fleets more productive, and businesses ahead of the curve.

Your Source for Elevated Work Solutions!

February | September | 2026

Crane Hub Global introduces an exclusive digest dedicated to the heavy haul and specialized transport sector.

Focused. Targeted. Essential.

Packed with regional features, industry insights, and advertising opportunities, this digest connects your brand to the companies driving the world's biggest moves.

Position your brand at the center of heavy transport innovation.

Heavy Haul & Specialized Transport Edition

- Global case studies
- Breakdown of innovations in self-propelled modular transporters
- Navigation of protocols NA
- Navigation of customs, escort protocols, and transit road design
- Telematics & AI in path planning
- Round-up of supporting tools for rigging and lifting support
- Risk mitigation and crisis planning for large convoys
- Equipment and strategies for the largest moves of the year
- Sector-based forecast for modular transport demand
- Emissions regulations and tech updates
- Updates on mega hauls
- Where and how crews train for high-risk convoys
- Temporary structure builds, modular terrain work

September Edition

Ad Close 9/22

Publish Date 9/26

February Edition

Ad Close 2/19

Publish Date 2/19

6



April | November 2026

Crane Hub Global launches a special edition dedicated to rigging, lifting accessories, and below-the-hook solutions.

👉 **Specialized. Practical. Unmatched.**

Showcasing products, innovations, and safety practices, this edition connects suppliers and service providers directly with operators, riggers, and decision-makers across the lifting industry.

👉 **Shine a spotlight on your brand where lifting begins—under the hook.**

Rigging Edition

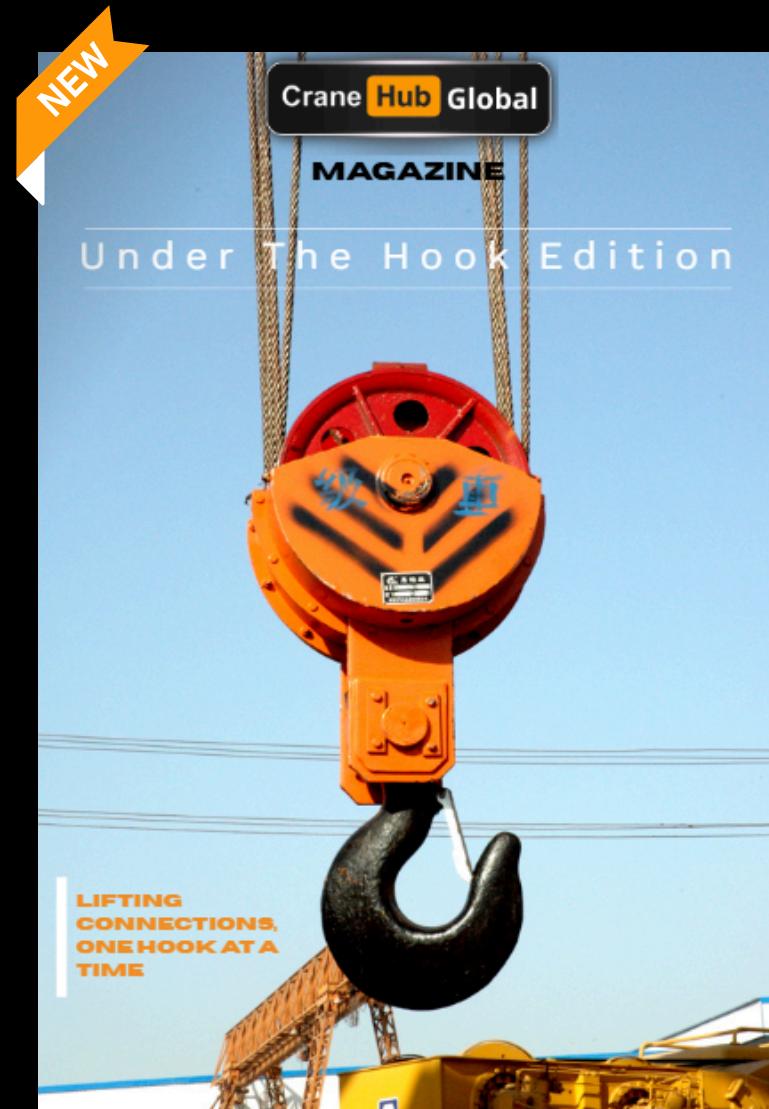
- 2025 Rigging & Under-the-Hook Innovations
- Safety-First Rigging
- Digital Rigging Tools
- Material Advances
- Rigging in Extreme Environments
- Annual Rigging Buyer's Guide
- Gear in Action
- Rigging Tech Briefs
- Load Planning 101
- Interactive Product Finder

Spring Edition

Ad Close 4/14
Publish Date 4/16

Fall Edition

Ad Close 11/17
Publish Date 11/19



Q1 | 2026 | February

Crane Hub Global is launching the industry's most comprehensive buyers guide—a definitive resource for the crane and lifting sector.

👉 One powerful annual edition. One essential tool for the industry. Showcasing manufacturers, dealers, distributors, rental companies, and equipment listings, this guide puts your brand directly in front of active buyers and decision-makers.

👉 Be seen where business happens.

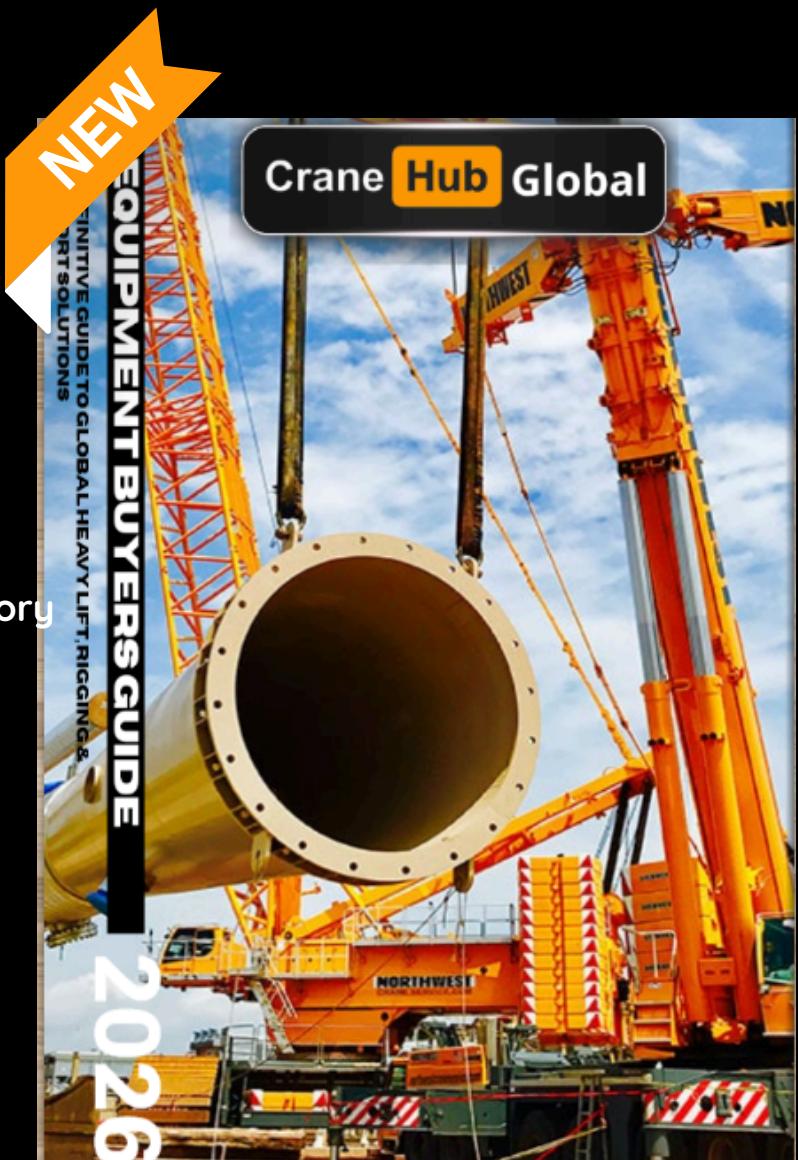
2026 Equipment Buyers Guide

- Introduction & Market Overview
- Equipment Specifications Directory
- Company Directory
- Buying Advice
- Certified Equipment
- Bonus Tools

Buyers Guide & Advertiser Index

Ad Close 2/24

Publish Date 2/26



Q3 | 2026 | October

Crane Hub Global presents a dedicated edition highlighting utility fleets, service trucks, and support vehicles that keep the lifting industry moving.

 **Focused. Functional. Industry-Driven.**

Featuring contractors, fleet managers, equipment providers, and innovations, this edition connects your brand with the companies that power essential field operations worldwide.

 **Drive visibility where utility and service meet heavy lifting.**

Utility & Service Truck Edition

- Smart Service Trucks
- Truck-Mounted Cranes & Lift Systems
- On the Job - Utility Truck Deployments
- Keeping Crews Safe
- Annual Utility & Service Truck Buyer's Guide
- Lineman Voices
- Interactive Truck Selector



Ad Close 10/13

Publish Date 10/15

Booms Up Buzz E-Newscast & Mini Mag

Delivered Bi-Weekly

On Tuesdays

Your fast track to the latest crane industry buzz: Quick. Digital. Essential !



PICK & CARRY AND INDUSTRIAL CRANES

NICHE CRANES WITH OUTSIZED IMPACT

world where crawler cranes and all-ain giants often steal the spotlight, pick & carry cranes and industrial cranes are proving size is not everything. These are the big, and sometimes the lifting sector-essential for sites where mobility and maneuverability are more than raw tonnage.

Manufacturing plants in Detroit to steel yards in Houston and urban job sites around the globe, these cranes are redefining efficiency in short-range lifting.

MOBILITY IS POWER

What They Are

Pick & carry cranes combine lifting and travel capabilities without the need for outriggers. Unlike conventional cranes, they can pick up a load and move it across a site-ideal for steel yards, precast operations, and utilities.

Key Advancements in 2025

- Higher Capacities with Compact Frames:** Models now routinely offer 25-40 ton capacities, with improved counterweight distribution to maintain stability while traveling.
- Safety Enhancements:** AI-based load moment indicators (LMIs) provide real-time alerts if the crane risks tipping.
- Hybrid Power Options:** Several OEMs are integrating hybrid drivelines or battery-electric travel systems to reduce emissions indoors and in urban spaces.
- Improved Maneuverability:** Four-wheel steering and tighter turning radii enable navigation in cramped industrial yards.



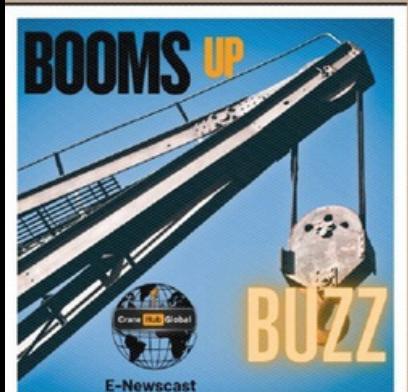
OZ LIFTING PRODUCTS

CELEBRATES 20 YEARS WITH GRAND OPENING OF EXPANDED WINONA FACILITY

Winona, MN October 7, 2025. OZ Lifting Products marked its 20th anniversary with the grand opening of its expanded Winona facility. The expansion is a significant investment and sets the stage for accelerated growth in the lifting equipment sector. The celebration brought together employees, families, industry partners, local officials, and media, including a ribbon-cutting ceremony led by Christie Ransom, President & CEO of the Winona Area Chamber of Commerce. Sen. Jeremy Miller and other dignitaries joined the event to recognize the company's continued investment in innovation and community.

OZ AT A GLANCE

- Founded: 2004
- Employees: 50 (up from 25 in 2024)
- Serving 120+ countries
- 540 SKUs, 7 patents
- 100% tested in USA
- Industries: Construction, Utilities, Aerospace, Manufacturing, Oil & Gas, Marine, HVACR, Automotive, Military



BUILT OPS
POD AND NEWSLETTER WITH ZACK PARNELL

SPONSORED BY

VIDEO AND INTERVIEW COURTESY OF ZACK PARNELL & BUILT OPS PODCAST

FROM WASHING CRANES TO LEADING AN INDUSTRY: THE JOURNEY OF DEAN BARLEY

REACHING NEW HEIGHTS

From a humble start in a British equipment yard to helming Tadano America, Dean Barley's story is as gritty, inspiring, and precision-crafted as the machines he oversees.

Dean Barley's entry into the equipment industry wasn't planned – it was a necessity. As a young boy growing up in Redditch, England, a poignant moment with his mother – unable to afford new shoes – inspired him to help. Determined to help, he walked into a local equipment yard and asked for any job. That job? Washing equipment. And that was the first step in what would become a global leadership journey.

Through dedication and hands-on learning, Barley earned his way from washing machines to mechanical repairs. A chance encounter with the owner of the yard, who had run a frequenters of the yard, led to a life-changing offer: sponsorship for an engineering education. Barley went on to study in King's Lynn and Stafford, returning not just with a degree, but with a mission – to build, lead, and innovate.

Over the years, Dean's career took him from the factory floor to global troubleshooting roles with Benford and later with Terex. He became known for his technical expertise, his tireless work ethic, and his willingness to work where others wouldn't. He has often sent clients around the world: "like broken" – whether in Ghana or Bilbao, Spain – all before global cell phones and GPS made travel predictable.



Boom trucks have long been prized for their mobility and reach. Unlike traditional cranes, they mount lifting capability on a commercial truck chassis, offering operators the flexibility to move quickly between jobs.

In the evolving world of lifting and utility construction, two platforms stand at the center of efficiency and versatility: boom trucks and utility trucks. From powerline maintenance to construction site hosting, from telecom installs to emergency storm recovery, these vehicles have become indispensable tools in modern infrastructure work.

What makes boom trucks and utility trucks so vital is their ability to bridge the gap between heavy cranes and smaller service equipment. They are mobile, adaptable, and increasingly outfitted with cutting-edge technology that enhances both safety and productivity.

In 2025, the spotlight shines bright on this segment. With OEMs rolling out new hybrid models, fleet managers upgrading to smarter telematics, and operators demanding multi-purpose rigs, boom and utility trucks are experiencing a new wave of innovation.

Show Us Your Best Lift! Submit Your Epic Crane Photo Today!

Think you've captured the perfect lift? Share your best crane shot with Crane Hub for a chance to be featured in our magazine, podcast, or social channels. We're spotlighting the people and machines behind the most impressive lifts in the industry!

info@CraneHubGlobal.com



Crane Hub Global

MINI MAG

This isn't your stuffy trade media, it's real stories, bold projects, and the people behind the lifts.

Issue 5 is all about momentum.

Booms Up Buzz E-Newscast & Mini Mag

2026 Editorial Program

Delivered Bi-Weekly
On Tuesdays

Your fast track to the latest crane industry buzz: Quick. Digital. Essential !

Q1

Gear Radar: Launch Timelines for Global OEMs

Send Date 1/13

Toolbox Talks: Safety Protocol Mini-Guides

Send Date 1/27

Haul Log: Recent Mega-Moves

Send Date 2/10

Gear & Routes: Modular System Comparisons

Send Date 2/24

Operator Profile: Women Leading OEM Innovation

Send Date 3/10

Career Map: Lifting Careers from Apprentice to Ops Lead

Send Date 3/24

Q3

Field Report: Lifts of the Month (Asia & Africa)

Send Date 7/7

Photo Deck: Operator-Submitted Highlights

Send Date 7/21

Fleet Trends Dashboard

Send Date 8/11

OEM Insights: Regional Strategy Comparisons

Send Date 8/25

Crane Dashboard Tech Stack Review

Send Date 9/8

AI Readiness Report: Are Fleets Ready?

Send Date 9/22

Q2

Product Showdown: BlokCam vs. Crosby vs. HookCam

Send Date 4/7

Wired: Rigging Solutions

Send Date 4/21

Top 5 Simulators Reviewed

Send Date 5/12

Cert Map: Training Centers by Region

Send Date 5/26

Buyers Guide Digest: 2026 New Models

Send Date 6/9

Show Tracker: Event Previews & Exhibitor Plans

Send Date 6/23

Q4

Carbon Scorecard: Equipment Comparison

Send Date 10/6

Green Build Toolkit for OEMs

Send Date 10/20

Award Digest: Nominees + Honorable Mentions

Send Date 1/10

Campaign Wraps: Spotlight on Winning Brands

Send Date 11/24

Send Date 12/8

Global Heat Map: OEM Movement Predictions

Send Date 12/22



Click. Watch. Connect.

Booms Up Buzz E-Newscast & Mini Mag

THE CRANE INDUSTRY'S INBOX CONNECTION QUICK-READ NEWS. HIGH-IMPACT ADS

Advert Specifications

FULL PAGE

200mm W x 273mm H (7.875in W x 10.75in H)



HALF PAGE ISLAND

118mm W x 168mm H (4.625in W x 6.625in H)



HALF PAGE VERTICAL

86mm W x 251mm H (3.375in W x 9.875in H)



HALF PAGE HORIZONTAL

180mm W x 118mm H (7.062in W x 4.625in H)



THIRD PAGE VERTICAL

57mm W x 251mm H (2.250in W x 9.875in H)



THIRD PAGE HORIZONTAL

180mm W x 80mm H (7.062in W x 3.125in H)



QUARTER PAGE

86mm W x 118mm H (3.375in W x 4.625in H)



1. LEADERBOARD - (300px x 100px)

2. TOP FULL BANNER - (728px x 90px)

3 & 5. SPONSORED CONTENT Sponsored and custom content featured on our social media channels & website is also highlighted within our E-Cast , extending its reach to a broader audience.

4. MIDDLE FULL BANNER - (728px x 90px)

6. BOTTOM FULL BANNER - (728px x 90px)

7 & 8. FEATURED EQUIPMENT LISTING - (275px x 180px images) Prices, locations, link to listing.

Mini Mag

Credits

4

Display

2 Page Spread

3

Full Page

2

Half Page

1

Quarter Page

5

cover

6

Issue Sponser

E- Newscast

Display

Leaderboard

Credits

2 Issues

6

Top Full Banner

4

Middle Full Banner

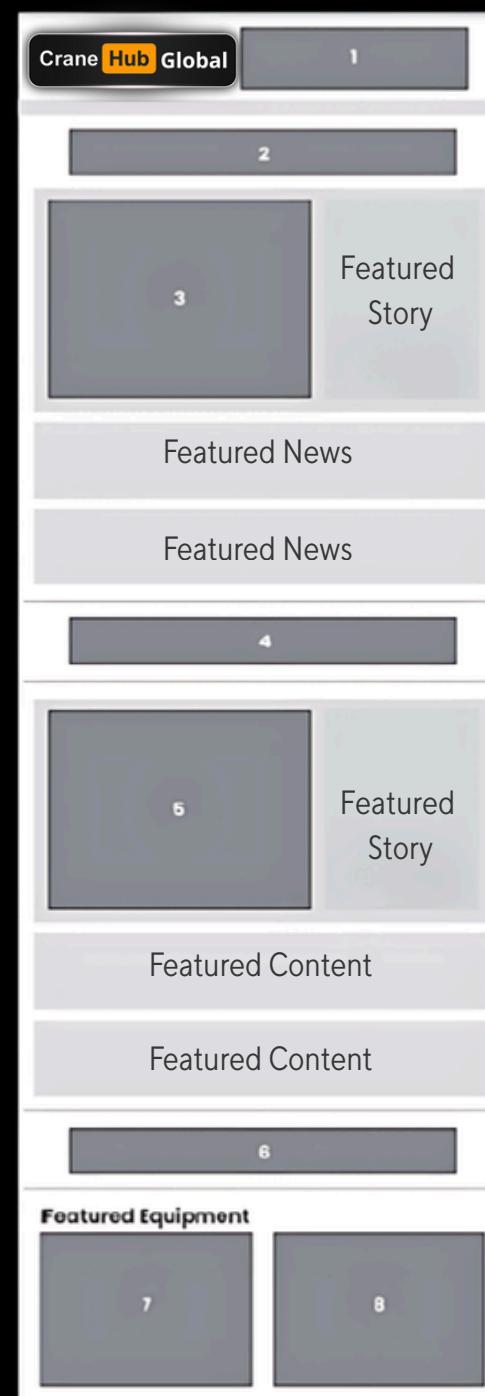
2

Bottom Full Banner

2

Equipment Listing

1



Advertising Opportunities

ONLINE BANNERS	Display	Monthly Credits
Leaderboard ROS		8 Credits
Middle Banners Home Page		6 Credits
Middle Banners Subpages		4 Credits
Bottom Banners		3 Credits
Left Position 3		3 Credits
Right Position 4		2 Credits
Featured/Sponsored Videos		3 Credits
Featured Website Article		2 Credits
Page Sponsor Home Page		7 Credits
Page Sponsor Subpages		5 Credits
Title Banners 1-4		3 Credits
Title Banners 5-8		2 Credits



Monthly Impressions

40K Page Sponsor Sub

30K Middle Banner Sub

15K Left Position

15K Right Position

20K featured Content

70K Home Page Sponsor

50K Leaderboard ROS

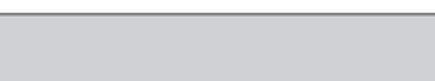
40K Home Middle Banner

10K Bottom Banners

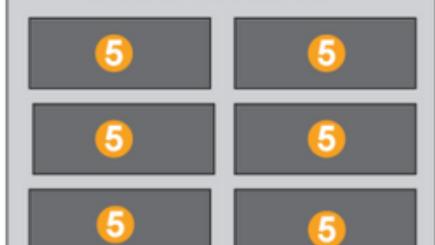
20K Title Banners



Crane Hub Website



FEATURED CONTENT



1 Leaderboard ROS

2 Middle Banner

3 Featured Video Content

4 Right Position

5 Featured Website Article

6 Page Sponsors

Targeted Ad Opportunities: Our website provides multiple advertising positions, not only on the homepage but throughout all subpages, enabling you to place your message exactly where it will have the greatest impact.

Geo-Targeted Ads for Precision Reach: Connect with your audience exactly where it counts using our advanced geo-targeting features. Whether you want to hone in on specific regions, states, or even cities, our geo-targeted ads guarantee that your message reaches the right people in the right locations.



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Let's discuss how Crane Hub Global can power your brand in 2026
contact us today!