

MEDIA KIT 2026

Website | App | Marketing Services

Your Hub For Growth, Unbiased News & Content & Community

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

Why Crane Hub Global?

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

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



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



ALLIED INDUSTRIES 9%

Audience Demographics

MANUFACTURERS, DEALERS & DISTRIBUTORS 23%

> OPERATORS, RIGGERS, TRADESPEOPLE 37%

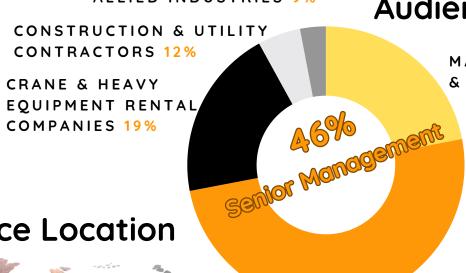
Why Work With US?

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.

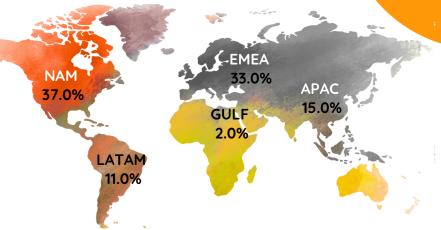
SOCIAL MEDIA STATS:

- 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**

Grow Your Brand, Amplify Your Reach!



Audience Location



REACH

200K+

GLOBAL AUDIENCE

160K+

SOCIAL MEDIA FOLLOWERS

WEBSITE

POWERED BY



120K+

Page Views Monthly

64,798

Unique visitors





Website | APP | Marketing Service

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

PREMIUM PACKAGE

35 CREDITS \$9,625.00 USD

50 CREDITS \$12,500.00 USD

BRAND GROWTH PACKAGE MARKET DOMINATION PACKAGE

100 CREDITS \$22,500.00 USD

1 CREDIT \$300.00 USD





Credits can be used for all Services.

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





Level up your Brand with CraneLife

Pricing Available at CraneLife.com

Creation of Print or Digital Sales & Marketing Collateral Also Available



Graphic Design Services

Logo, Business Cards, Social Media, Video, Marketing Collateral & Advert Creation services



Public Relations or Social Listening

Our public relations specialists enhance your businesses public image through strategic communication, relationship building, and proactive management of information and events



Website Design & Development

Custom Websites to drive growth, increase conversions, and boost revenue



SEO or SEM Services

Improving your website's visibility and ranking on search engines to attract more organic traffic



Professional Copywriting

Providing expert copy writing services to enhance your companies messaging



Social Media Content Creation

Developing engaging content and strategic messaging for optimal engagement and increased Reach



Photography or Videography

Partner with our trusted video experts to craft a compelling photography or video that showcases your company, product or service. Then, leverage our social media following to maximize its reach and impact!



Powered By



DIGITAL ADVERTISING

From content to campaigns, CraneLife powers the crane and heavy equipment industry with marketing built to move business forward

			Single	12		24	50
	Static Omni Channel Social P	ost	1 Credit	11 Cr	edits	20 Credits	35 Credits
	Custom Brand Video		Inquire			20 010 3.110	00 0104110
	Website Article w/ Static Omni-Channel Social Post With Links & Tagging						
	Client Provided Images	600-	—800 words, 1-2 images 4 Cred		its		
	Custom Created Images	800—	0—1,200 words, 2-4 images 5 Credits			its	
	Collaborate with our creative team to craft a unique story that promotes your brand. Automatically featured on the website in the Must Read Crane Industry News Section.						
3 <	Website Article w/ Omni- Channel Social Post With Video, Links & Tagging						
Ē	Client Provided Video	600-800 words, 1-2 images		6 Credits			
STRATEGY	Custom Video	800—1,200 words, 2-4 images 8 Credits			its		
-	Advertorial Content. Featured on the website in the Latest Crane Industry News Section.						
M.							
CONTENT	Omni-Channel Social Post With Press Release, News or Story						
3	Top Crane Indusry News	800—1,2000 words, 2-4 images or Video 12 Credits				edits	
	Featured in a prime sponsored spot on our website for 30 days, then archived for continued visibility. Includes two promoted Omni-Channel social posts .						
	Event Package Inquire						
	Boost Your Event or Trade Show Exposure Backed by Crane Hub's Social Media Following with Our Event Package!						
	Targeted Campaigns: From driving registrations to highlighting your event agenda and keeping attendees engaged before, during & afterward, our Digital Event Package is designed to fit your unique objectives.						
Versatile Choices: Mix and match Crane Hub Magazine Adverts, Website E Website Articles, and targeted email campaigns to build a powerful event pro						ne Editorial &	



SERVICES	Marketing & Sales Collateral	Inquire	
	GEO Targeting	Inquire	
N.	E-Cast	2 credits per send	
SEI	Public Relations / Social Listening	\$225/HR	
	Social Media Content Creation	\$95/HR	
DIGITAL	Copy Writing	\$75/HR	
9/6	Graphic Design	\$90/HR	
0	Photography or Videography	\$375/HR	

Driving Visibility and Growth Across the Crane Market.





Our E-Cast Campaigns provide a powerful opportunity to reach a targeted and highly responsive audience.

Detailed reporting included, including: Delivery, Open and Click-Through Rates



Fueling Conversions Effortlessly



Business Development Half Day Consult

\$3,800.00 USD

- Four-hour strategy session with your team to define and focus your business strategy. Custom, bespoke plan based on your needs.
- 7-Day Preparation Period via email correspondence.
- Delivery includes an immediate strategic punch list, a list of blind spots & opportunities, and an actionable for the next two quarters.

Business Development Advisor

\$325.00 USD /Hour

Designing & Implementing strategic plans customized to your company's goals for achieving scalable growth. Available up to 15 hours a month. 3 month minimum contract requirea.

Lead Generation & Tracking Package

\$5,500.00 USD

Cutting-edge Lead
Generation, Including
Marketing Qualified Lead
(MQL), Sales Qualified
Lead (SQL), Product
Qualified Lead (PQL).
Includes lead Scoring, lead
Evaluation, Sales Strategy
& Lead Tracking . Price per
month. 3 month minimum
contract is required.



Boost Your Exposure & Leverage our 160K+ Social Media Followers

TARGETED CAMPAIGNS

- DRIVE REGISTRATIONS
- HIGHLIGHT YOUR EVENT
- BOOST YOUR TRADE SHOW EXPOSURE
- HIGHLIGHT YOUR EVEN'TS AGENDA
- KEEP YOUR ATTENDEES ENGAGED BEFORE, DURING & AFTER

VERSATILE CHOICES

- MIX & MATCH CRANE HUB MAGAZINE ADVERTS & WEBSITE BANNERS
- TARGETED EMAIL CAMPAIGNS
- MIX & MATCH CRANE HUB MAGAZINE EDITORIAL & WEBSITE ARTICLES
- UTILIZE CRANE HUB'S SOCIAL MEDIA REACH

PERSONALIZED SOLUTIONS

- UTILIZE A TAILOR MADE SOCIAL MEDIA CAMPAIGN TO BOOST YOUR EXPOSURE
- MAXIMIZE YOUR REACH AND ENGAGEMENT
- UNIQUE CURATED MARKETING & SALES COLLATEROL FOR YOUR TARGET AUDIENCE
- CONVERT MORE CUSTOMERS

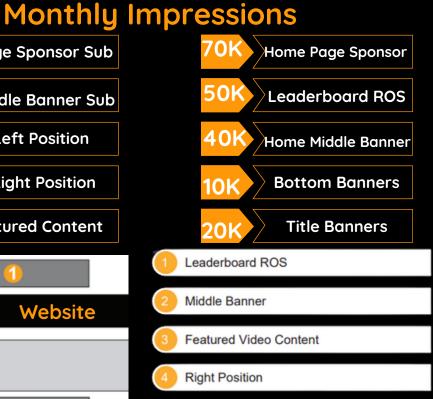


Advertising Opportunities

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







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.

Featured Website Article

Page Sponsors

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.









The World's Crane Community, in Your Pocket.

What You'll Find Inside:

Unbiased News - Industry updates, insights, and reports with no spin.

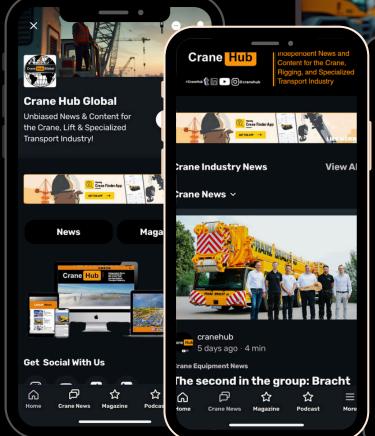
Crane Hub Magazine & Mini Mag - Full editions and quick reads for busy pros.

- 📸 Booms Up Buzz E-Newscast Fast, visual updates on what's trending in cranes.
- The Lift Point Podcast Expert stories and global industry voices.
- Trane Hub Swag Branded gear designed for crane professionals.
- Blue Collar Bad Asses Connect with operators, OEMs, dealers, and leaders worldwide.

Blue Collar Bad Asses Crane Hub Global

Display Credit	Disp	lay			Credi [*]	ts
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300x250	Medium Rectangle Sub Pages	4
320x50	Banner Sub Pages	7
360x120	Large Mobile Banner Home Screen	8
336x336	Square Sub Pages	2
320x180	Video Ad Home Screen	10
Mobile Interstitials	Full-screen Ad Home Screen	12
336x280	Large Rectangle Sub Pages	6



No suits. No fluff. Just grit, gear, and greatness.

Blue Collar Bad Asses is the ultimate gathering space for the tradespeople who keep the world moving — crane operators, riggers, welders, mechanics, truckers, and heavy-equipment pros who live and work by muscle, steel, and skill.

This group isn't just about hard hats and high lifts — it's a spotlight on the everyday legends of the blue-collar world. Whether you're dropping booms, running machines, hauling loads, or grinding steel, this is your crew.

- ✓ Share jobsite wins & war stories
- **▼Post gear, tools, and shop hacks**
- **▼**Get shout-outs for serious skill
- Network with other badass tradespeople

Discover industry news, events & Crane Hub exclusives

Welcome to the side of social media that smells like diesel, runs on coffee, and never backs down.

You're not just building things — you're building legacy,

Whether you're an operator, manufacturer, dealer, or enthusiast, Crane Hub Global is your trusted connection to everything happening in the lifting industry.



Crane Hub Global

www.CraneHubGlobal.com

info@CraneHubGlobal.com

+1 (863) 333-1650



Director of Media Partnerships

Clint Wood

Clint@CraneHubGlobal.com

Direct: +1 (480) 915-0060

Director of Global Marketing & Editor In Chief

Meagan Wood

Meagan@CraneHubGlobal.com

Direct: +1 (630) 418-4021



Let's discuss how Crane Hub Global can power your brand in 2026

contact us today!