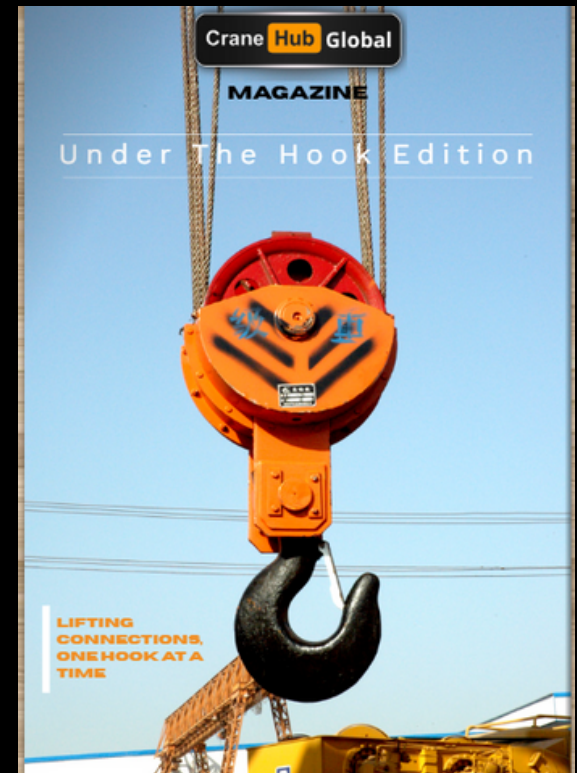


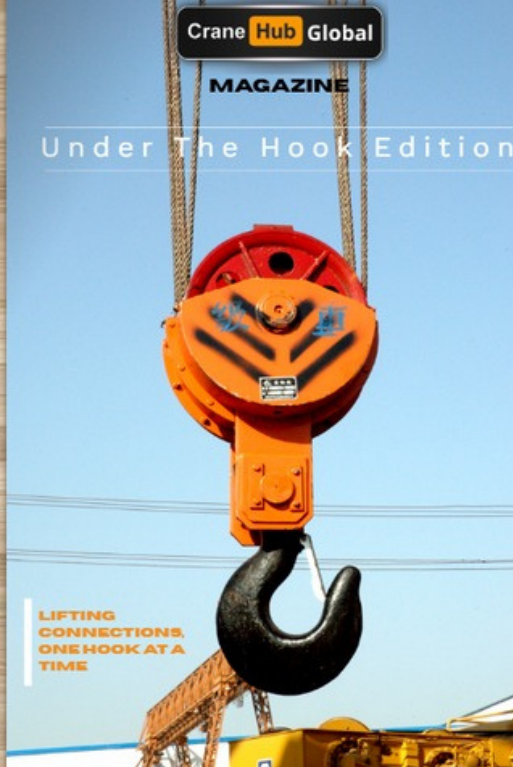
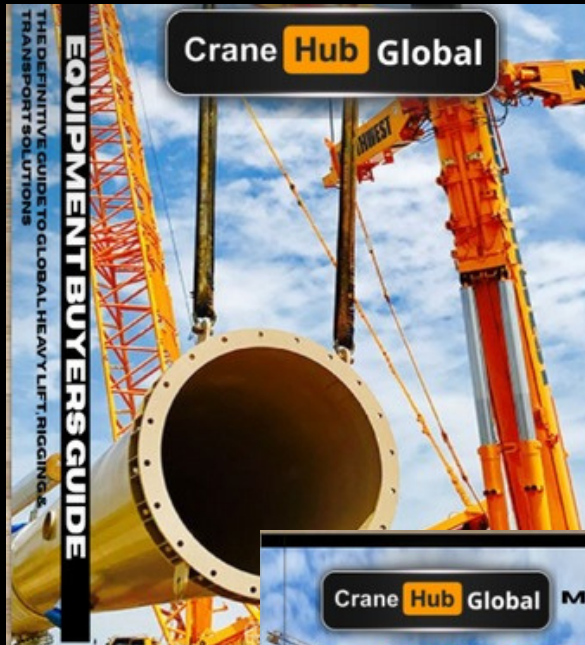
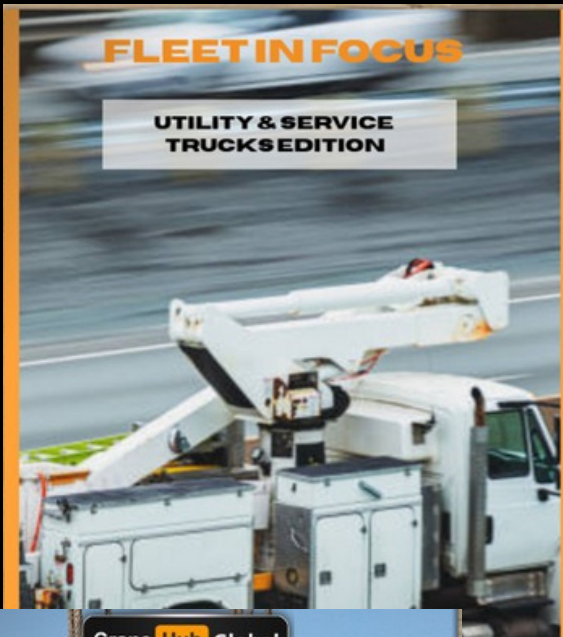
Specialty Publications  
Unbiased News & Content.

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.



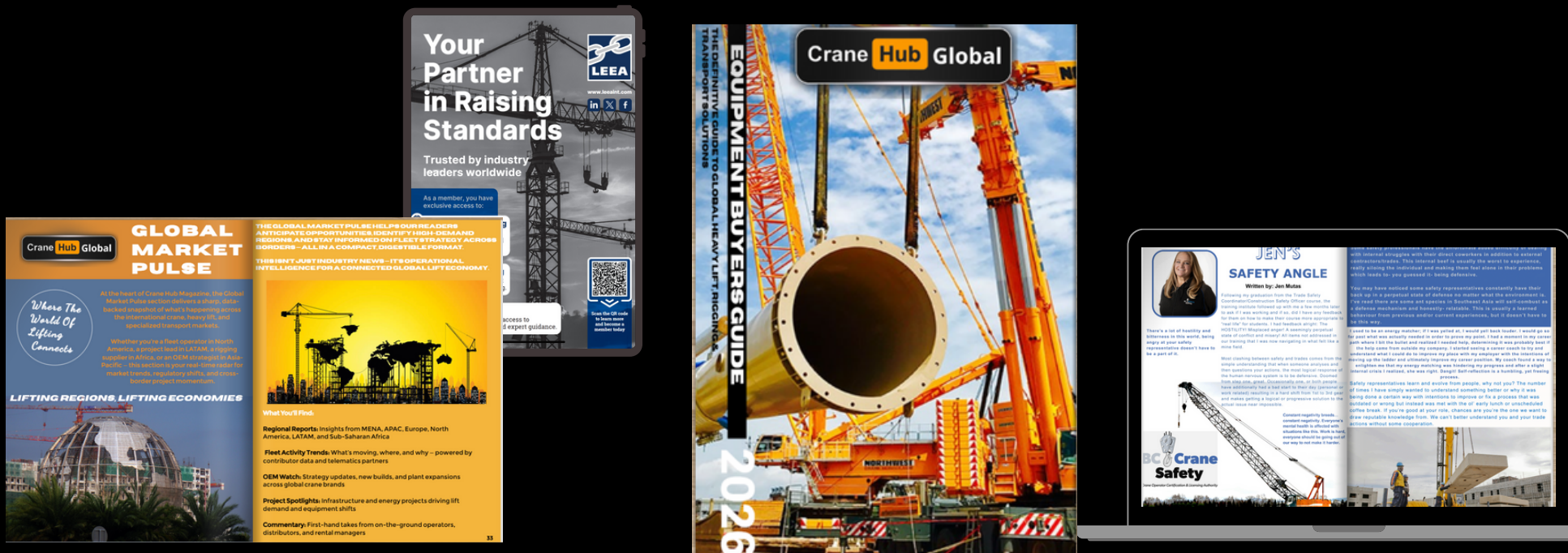




We are the crane, lifting, and specialized transport industry's largest all-digital media platform.

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

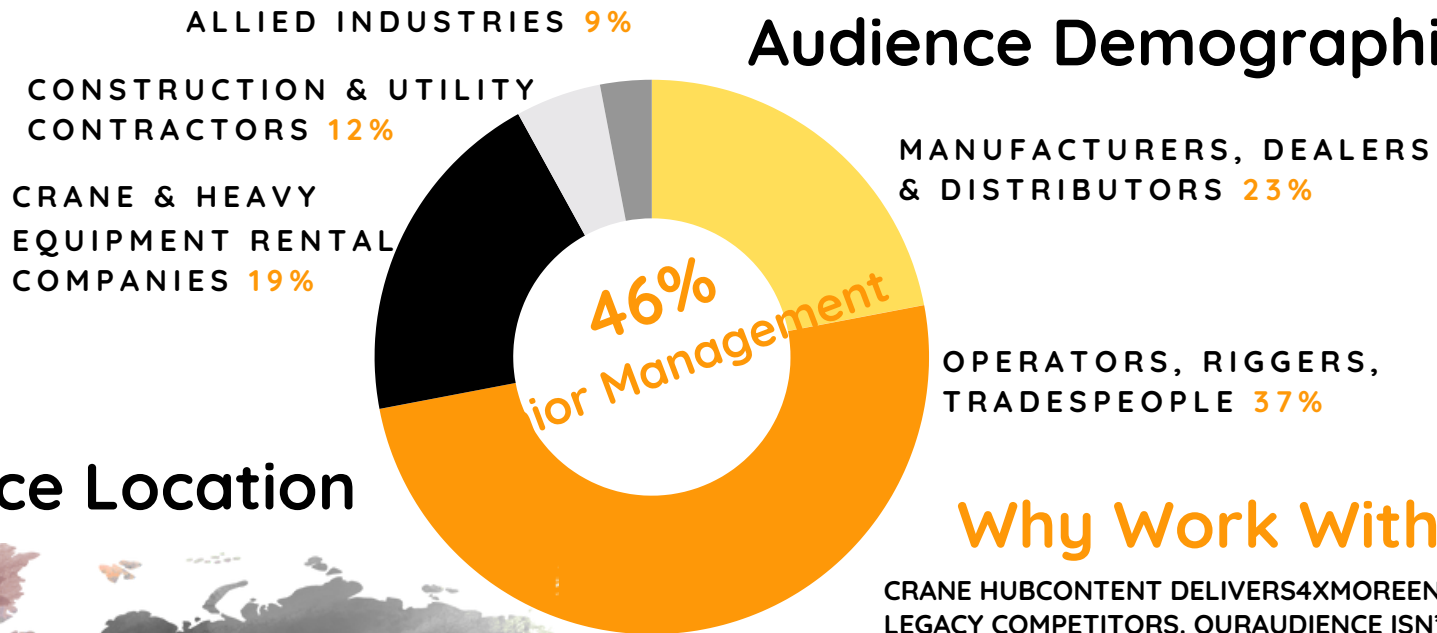
- **Global Reach:** Connect with decision-makers in North America, LATAM, Europe, Asia & Africa.
- **Targeted Audience:** Trusted by crane owners, operators, OEMs, and fleet managers.
- **Multi-Platform Exposure:** Amplify your message through the website, podcast, and social media.
- **Industry Authority:** 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.



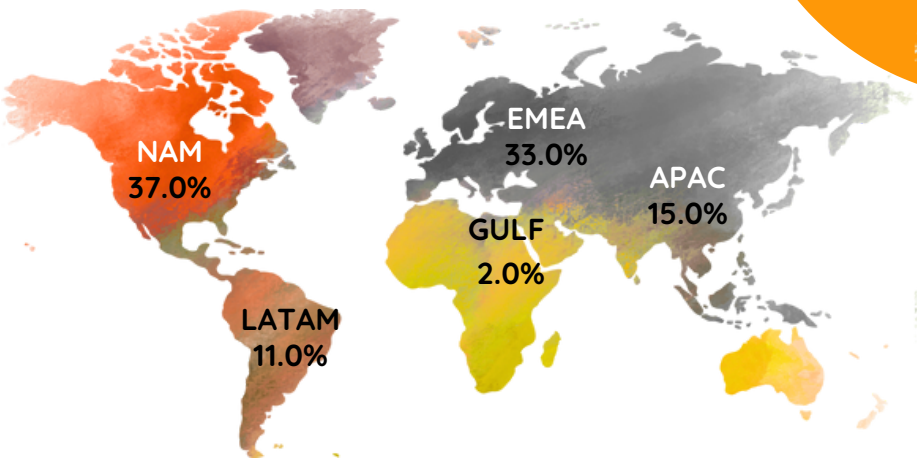
The Result:

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

## 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

Grow Your Brand, Amplify Your Reach!



57k +



54k +



42k +

TikTok

## REACH

200K+

GLOBAL  
AUDIENCE

160K+

SOCIAL MEDIA  
FOLLOWERS

## MAGAZINE STATS

42K+

VERIFIED  
SUBSCRIBERS

12:50

AVG SESSION  
TIME

42%

OPEN RATE

36%

CLICK RATE



# Crane Hub Global Credit System

**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

## BRAND GROWTH PACKAGE

50 CREDITS  
\$12,500.00 USD

## MARKET DOMINATION PACKAGE

100 CREDITS  
\$22,500.00 USD

1 CREDIT  
\$300.00 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



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 EPR2 project, Sarens France took on a unique challenge for client HERBOSCH-KIERE – the launch of a 188-metre, 43-tonne pipeline.

The real test wasn't brute force, but precision. Eight telescopic mobile cranes, ranging from 80 t to 120 t, 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.

### Front and Back Cover

Live Area: 7.37" x 10.12"

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

### Full Page

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

### Two Page Spread

400mm W x 273mm H  
(15.75in W x 10.75in H)

### Half Page Vertical

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

### Half Page Horizontal

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

### Quarter Page

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

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



Crane **Hub** Global

# International Edition 2026 Editorial Program

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.

**Q1**

February

Growth Drivers &amp; Urban Access

Ad Close 2/10

Publish Date 2/12

**Q3**

August

Smart Fleets, Smart Routes

Ad Close 8/10

Publish Date 8/13

October

Sustainability &amp; Eco Gear

Ad Close 10/6

Publish Date 10/8

**Q2**

April

Training, Small Equipment &amp; Ground Realities

Ad Close 4/7

Publish Date 4/9

June

Regional Transport + Public Works

Ad Close 6/9

Publish Date 6/11

**Q4**

December

Awards, Innovation &amp; 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

## Q3

September

Lift & access equipment technology

Ad Close 9/15

Publish Date 9/17

## 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

## 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

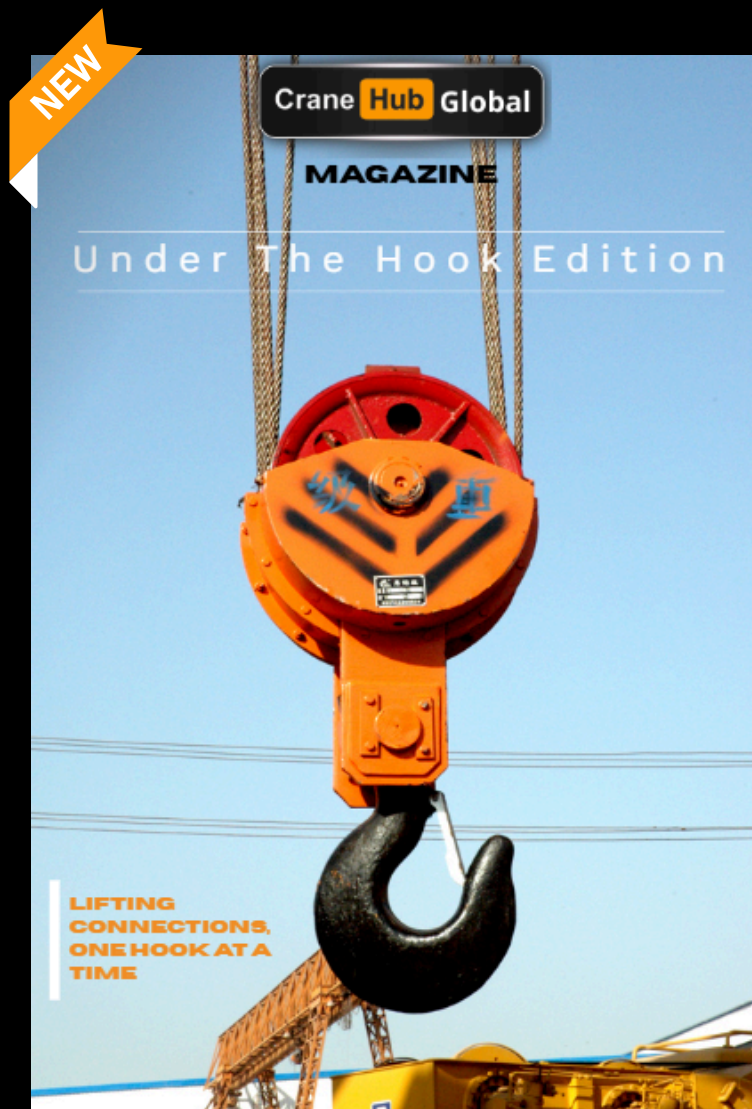
- 2025 Rigging & Under-the-Hook Innovations
- Safety-First Rigging
- Digital Rigging Tools
- Material Advances
- Rigging in Extreme Environments
- Annual Rigging Buyer's Guide
- Gear in Action
- Rigging Tech Briefs
- Load Planning 101
- Interactive Product Finder

## 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 !**



Brought to you by Crane Hub Global

Download the 2025 State of the Lifting Industry Report

## PICK & CARRY AND INDUSTRIAL CRANES

### NICHE CRANES WITH OUTSIZED IMPACT

In a world where crawler cranes and all-terrain cranes often steal the spotlight, pick & carry cranes and industrial cranes are proving size isn't everything. Compact, agile, and quiet, these machines are the quiet heroes of the lifting sector—essential for garages, workshops, yards, and congested sites where mobility and maneuverability far more than raw tonnage.

In manufacturing plants in Detroit to inside yards in Houston and urban job sites in Toronto, 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 drivetrains 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.



## 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 a new, state-of-the-art facility quadrupling its operational footprint and setting 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.



"This new facility represents a major step forward in our growth. It's four times larger than our previous space, allowing us to expand engineering, testing, and manufacturing," said Richard Miller, Sales Manager. "It positions us to keep innovating and serving customers at the highest level."

#### OZ AT A GLANCE

- Founded, 2004
- Employees: 30 (up from 25 in 2024)
- Serving 120+ countries
- 540 SKUs, 7 patents
- 100% tested in USA
- Industries: Construction, Utilities, Aerospace, Manufacturing, Oil & Gas, Marine, HVAC/R, Automotive, Military



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.



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



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 Tadmor 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—ignited a drive in him. 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 once frequented his family's pub, 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 Bedford 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 was often sent around the world to "fix what's broken"—whether in Ghana or Bilbao, Spain—all before global cell phones and GPS made travel predictable.

## BOOM TRUCKS & UTILITY TRUCKS



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 hoisting, 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.



# 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

### 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

### 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

### 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

<b>FULL PAGE</b> 200mm W x 273mm H (7.875in W x 10.75in H)	
<b>HALF PAGE ISLAND</b> 118mm W x 168mm H (4.625in W x 6.625in H)	
<b>HALF PAGE VERTICAL</b> 86mm W x 251mm H (3.375in W x 9.875in H)	
<b>HALF PAGE HORIZONTAL</b> 180mm W x 118mm H (7.062in W x 4.625in H)	
<b>THIRD PAGE VERTICAL</b> 57mm W x 251mm H (2.250in W x 9.875in H)	
<b>THIRD PAGE HORIZONTAL</b> 180mm W x 80mm H (7.062in W x 3.125in H)	
<b>QUARTER PAGE</b> 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

3

2

1

5

6

### Display

2 Page Spread

Full Page

Half Page

Quarter Page

cover

Issue Sponser

## E- Newscast

Display Credits 2 Issues

Leaderboard

6

Top Full Banner

4

Middle Full Banner

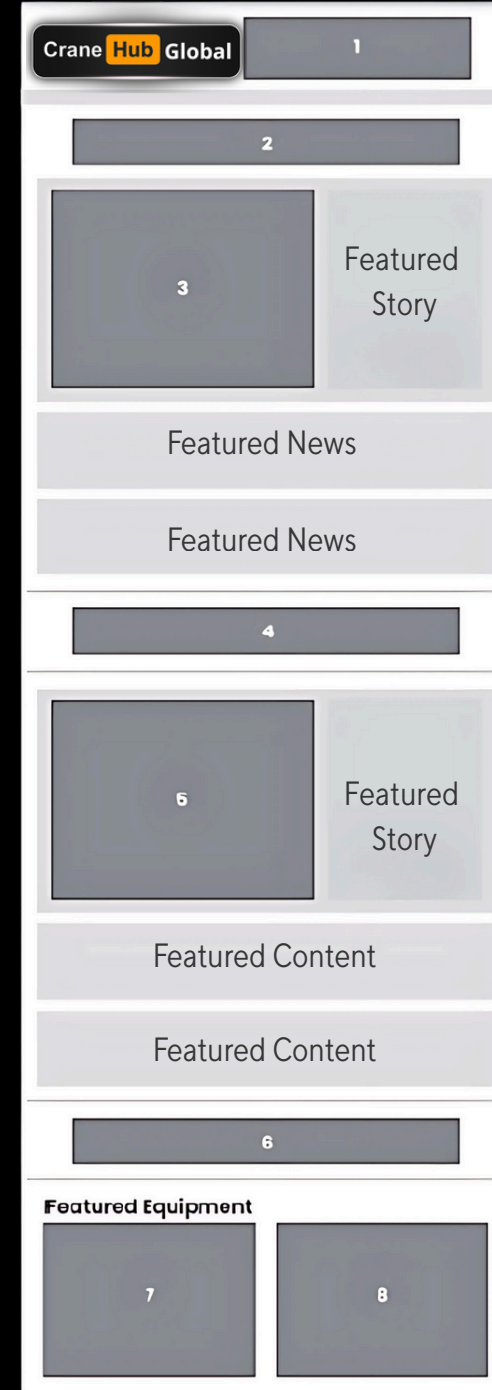
2

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



NEW APP



## 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



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.



Crane **Hub** Global

[www.CraneHubGlobal.com](http://www.CraneHubGlobal.com)

[info@CraneHubGlobal.com](mailto:info@CraneHubGlobal.com)

+1 (863) 333-1650



Director of Media Partnerships

Clint Wood

[Clint@CraneHubGlobal.com](mailto:Clint@CraneHubGlobal.com)

Direct: +1 (480) 915-0060

Director of Global Marketing & Editor In Chief

Meagan Wood

[Meagan@CraneHubGlobal.com](mailto:Meagan@CraneHubGlobal.com)

Direct: +1 (630) 418-4021



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