

Crane **Hub** Global

MULTIMEDIA KIT 2026

Social Media | E-Newscast & Mini Mag| Podcast | App
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.

Crane Hub Global The Brand

Why Crane Hub Global?

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.

Our multi-channel ecosystem includes:

Website & App - your Hub for unbiased News & Community

Crane Hub Magazine - monthly industry insights & special editions

Booms Up Buzz - bi-weekly e-newsletter & mini mag

Marketplace & App - where buyers and sellers connect in real time

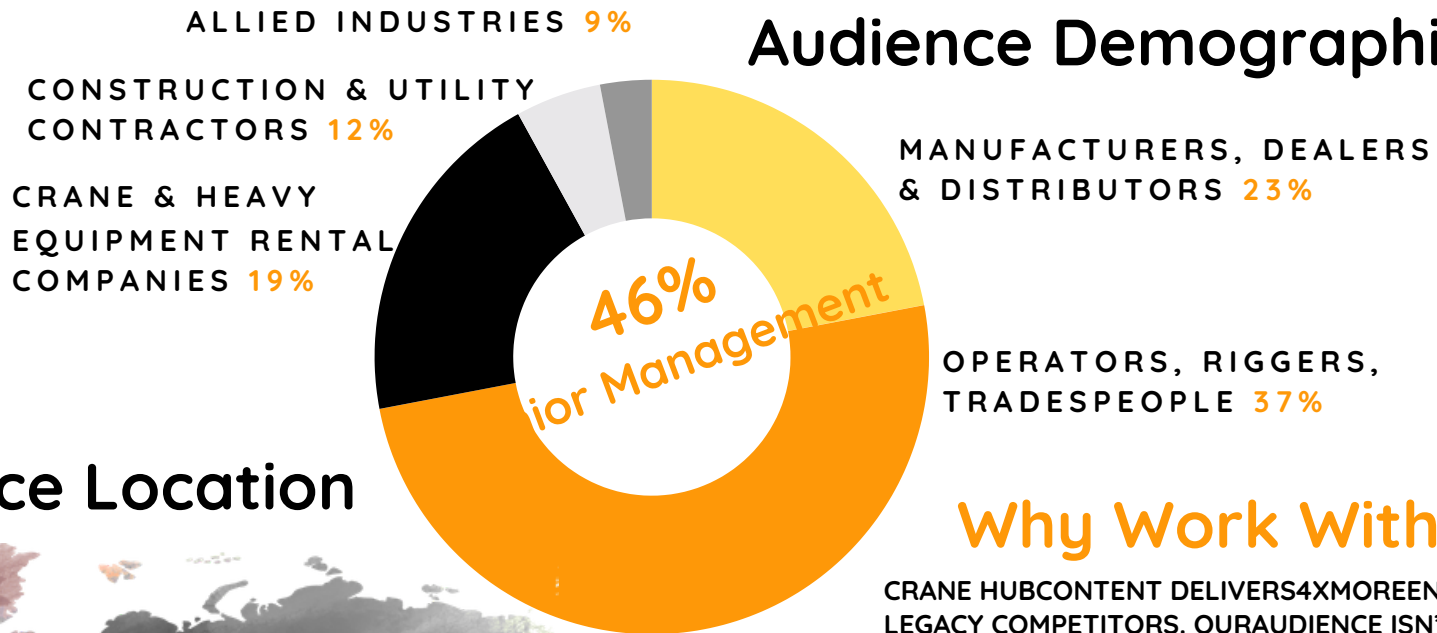
The Lift Point Podcast - elevating the industry's voices



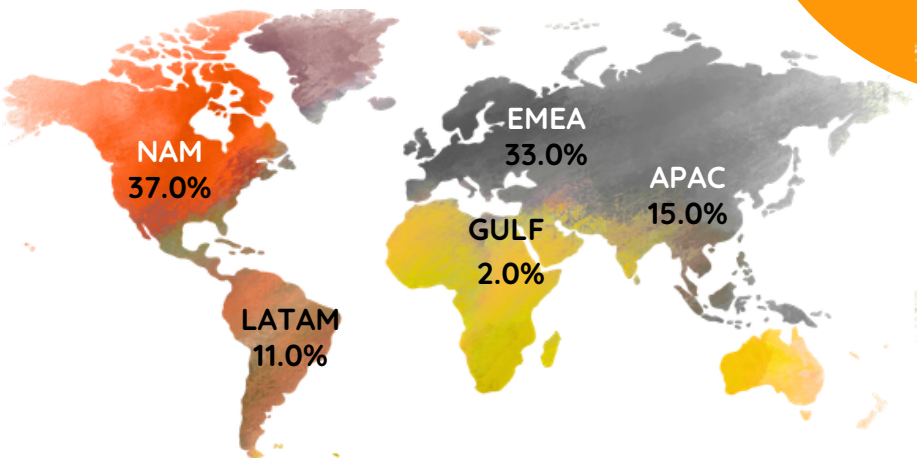
The Result:

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!



REACH

200K+
GLOBAL
AUDIENCE
175K+
SOCIAL MEDIA
FOLLOWERS

MAGAZINE STATS

42K+
VERIFIED
SUBSCRIBERS
12:50
AVG SESSION
TIME

42%
OPEN RATE
36%
CLICK RATE

Crane Hub Global Credit System

Social Media | Website | Magazines

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



Credits can be used for all Services.

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

Crane **Hub** Global

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

63k +



54k +



34k +



175k + Followers across our channels



PUT YOUR BRAND IN FRONT OF THE INDUSTRY'S MOST ENGAGED CRANE, LIFTING & HEAVY
EQUIPMENT AUDIENCE.



Crane **Hub** Global

OUR CREDIT-BASED SYSTEM MAKES IT SIMPLE:

1 SOCIAL POST = 1 CREDIT

USE CREDITS HOWEVER WHENEVER YOU CHOOSE!.



SOCIAL PROMOTION PACKAGES

Social Boost Bundle = 3 credits \$750

Includes:
3 Omni-Channel Social Posts

Video Boost Bundle = 4 credits \$1000

Includes:
4 Omni-Channel Social Posts
1 Extra Reel
1 Machine Walkthrough or Feature Video

Visibility Bundle = 5 credits \$1350

Includes:
4 Omni-Channel Social Posts
1 On-Site Reel
Boosted Social Push



YouTube

WHY ADVERTISE ON CHG SOCIAL?

LARGEST AND MOST ACTIVE CRANE & LIFTING AUDIENCE ON SOCIAL MEDIA

REACHES OWNERS, OPERATORS, FLEET MANAGERS, BUYERS & INDUSTRY PROS

HIGH ENGAGEMENT ACROSS REELS, STORIES, LINKEDIN, AND TIKTOK

TARGETED VISIBILITY FOR OEMS, DEALERS, SERVICE PROVIDERS & SAFETY LEADERS

Omni-Channel SOCIAL VIDEO ADD-ONS

Machine Walkthrough Reel (45-60 sec) = **3 credits \$750**

Dedicated Feature Video (45-60 sec) = **3 credits \$750**

Operator or Team Interview Clip (20-30 sec) = **2 credits \$550**

FLEXIBILITY TO PROMOTE MULTIPLE INITIATIVES OVER TIME
YOUR **POSTS AREN'T JUST PUBLISHED, THEY'RE AMPLIFIED** TO
AN AUDIENCE THAT TRUSTS CRANE HUB GLOBAL AS A LEADING
VOICE IN THE INDUSTRY.



Crane **Hub** Global App

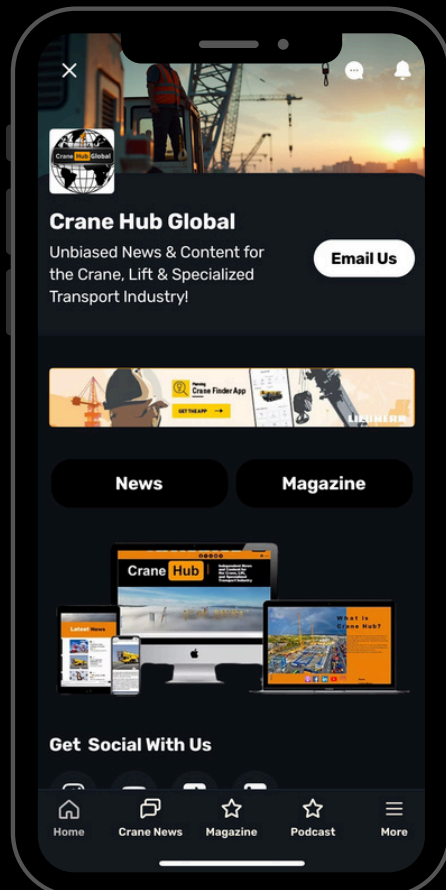


NEW!

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.
-  **Crane Hub Swag:** Branded gear designed for crane professionals.
-  **Community Groups:** Connect with operators, OEMs, dealers, and leaders worldwide.



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

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

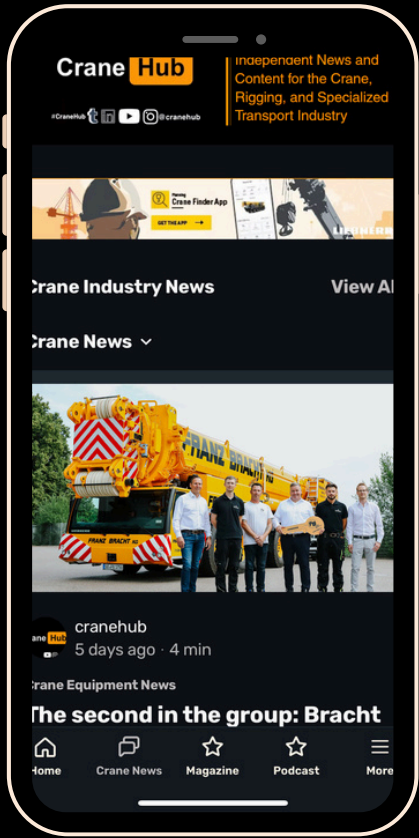
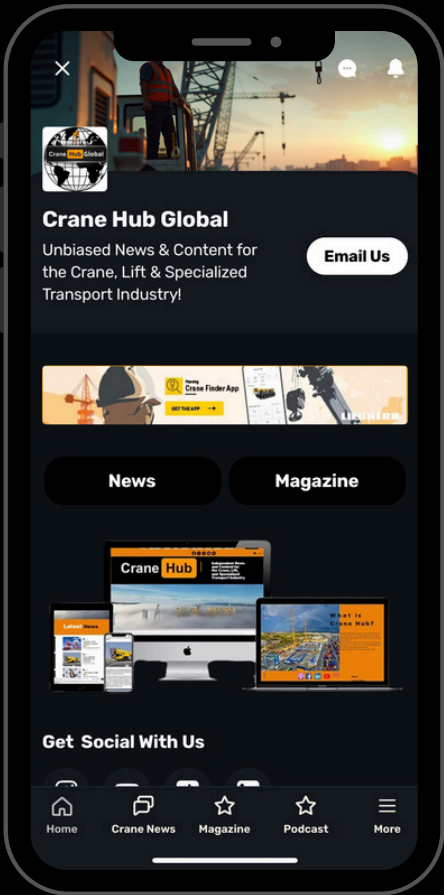
Welcome to the side of social media that smells like diesel, runs on coffee, and never backs down.

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



The World’s Crane Community, in Your Pocket.

Display		Credits
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



One Hub. One Global Community.

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

In a world where crawler cranes and all-terrain giants often steal the spotlight, **pick & carry cranes and industrial cranes** are proving that size isn't everything. Compact, agile, and versatile, these machines are the quiet achievers of the lifting sector—essential for factories, workshops, yards, and congested jobsites where mobility and maneuverability matter more than raw tonnage.

From manufacturing plants in Detroit to portside yards in Houston and urban jobsites 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.



OE AT A GLANCE

- Founded: 2004
- Employees: 80 (up from 25 in 2024)
- Serving 120+ countries
- ISO 9001:2015, 7 patents
- 100% tested in USA
- Industries: Construction, Utilities, Aerospace, Manufacturing, Oil & Gas, Marine, HVACR, Automotive, Military

"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."



BOOM TRUCKS & UTILITY TRUCKS

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.

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.



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 today's global reach, 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 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 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.



Bi-Weekly Mini Mag

Global Reach, Local Impact
Powered by the Crane Industry's Largest social media community

Booms Up Buzz E-Newscast & Mini Mag

2026 Editorial Program

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

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

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

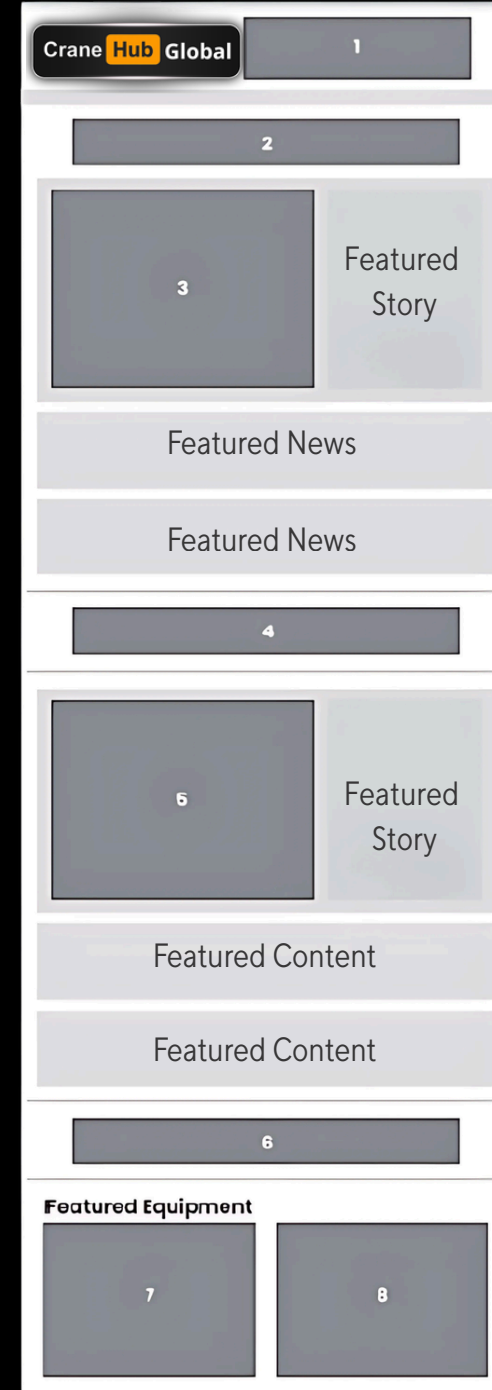
2

Bottom Full Banner

2

Equipment Listing

1



The Lift Point

The official podcast of Crane Hub Global



The Lift Point

The official podcast of Crane Hub Global

2026 PROGRAM

Q1

2026 Gear Forecast: What's Coming?

Air Date 1/14

Fleet Expansion in LATAM

Air Date 1/28

Hauling 1,000 Tons: How It's Done

Air Date 2/11

SPMT Mastery: Tech + Tactics

Air Date 2/25

Women Who Lift: Trailblazers in the Cab

Air Date 3/11

The Next Workforce: Apprenticeship Stories

Air Date 3/25

Q2

AI on the Hook: Predictive Maintenance

Air Date 4/8

Telematics Deep Dive: What Your Crane Sees

Air Date 4/22

Inside the Simulator: A Day at CM Labs

Air Date 5/13

How to Build a Certified Crane Team

Air Date 5/27

Spec This, Not That

Air Date 6/10

OEM Show Plans: Behind the Booth Build

Air Date 6/24

Q3

From the Cab: A Week on the Rig

Air Date 7/8

Operator Stories: Safety Wins

Air Date 7/22

Fleet Data Wars: Who's Growing Fastest?

Air Date 8/12

Air Date 8/26

Sensor Smart: Gear That Thinks

Air Date 9/9

SPMT Mastery: Tech + Tactics

Air Date 9/23

Q4

The Green Gear Debate: Hybrid vs. Electric

Air Date 10/7

ESG Tracking: What Matters to Fleets Now

Air Date 10/21

Award Season Kickoff: Meet the Finalists

Air Date 11/11

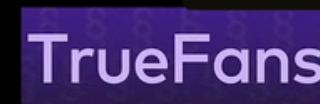
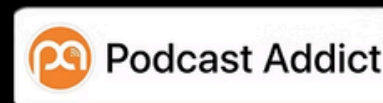
Big Bets: Cranes, AI, and Automation

Air Date 11/25

OEMs on 2026: Vision Statements from the Field

Air Date 12/16

Now streaming across all your favorite podcast platforms



The Lift Point

The official podcast of Crane Hub Global



Advertising Opportunities

Spotlight Sponsor 1 Credit/ episode
15-sec pre-roll, logo on thumbnail, link in show notes & post

Segment Sponsor 2 Credits / episode
30-sec mid-roll, branded segment, full visual promo

Episode Partner 3 Credits / episode
Full episode branding, guest support, Website article + visuals

Series Partner 5 Credits (3 eps)
3 custom episodes, full co-branding, top placement

Add-On Services

Branded Audiogram **1 Credit**
Social-ready highlight clip

Omni-Cannel Social Post **1 credit**

Annual Sponsorship

20 Credits / year - **Premium Visibility Package**

Includes 10 spotlight episodes, 3 segment upgrades, custom series naming, and first rights to bonus/live tapings.

Lifting the Industry, By elevating it's People!



Monthly Impressions

Advertising Opportunities

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

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

ONLINE BANNERS



NEW APP



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

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!