

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:

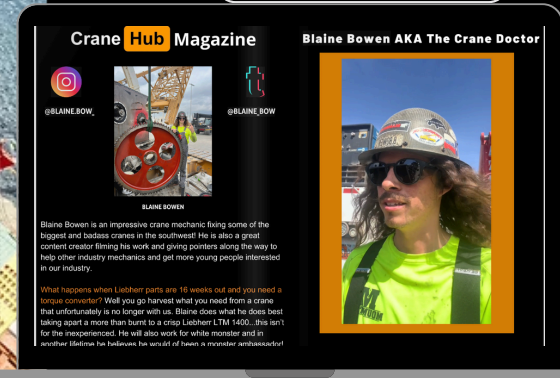
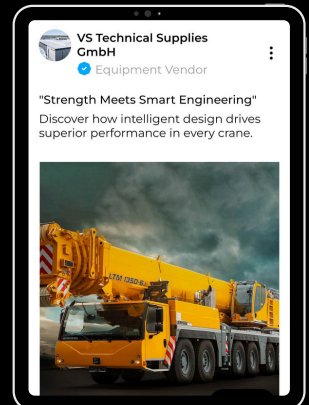
**Website & App** - your Hub for unbiased News & Community

**Crane Hub Magazine** - monthly industry insights & special editions

**Booms Up Buzz** - bi-weekly e-newscast & mini mag

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

**The Lift Point Podcast** - elevating the industry's voices

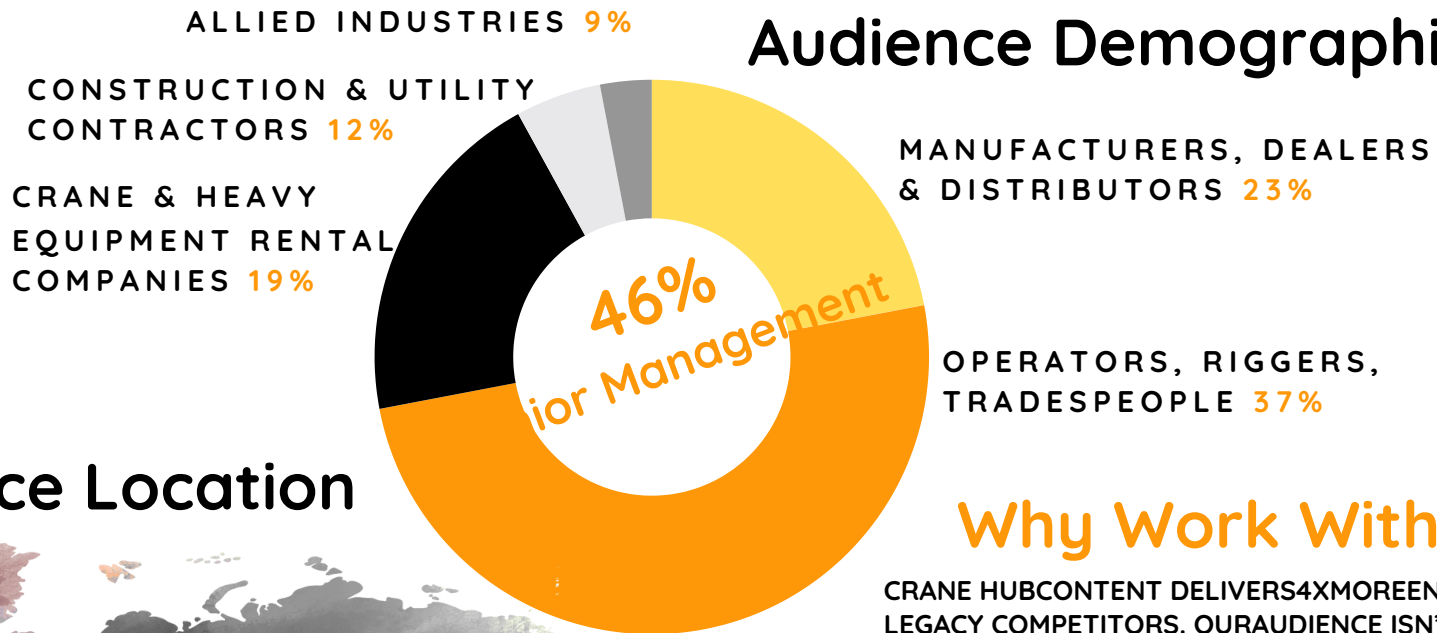


## The Result:

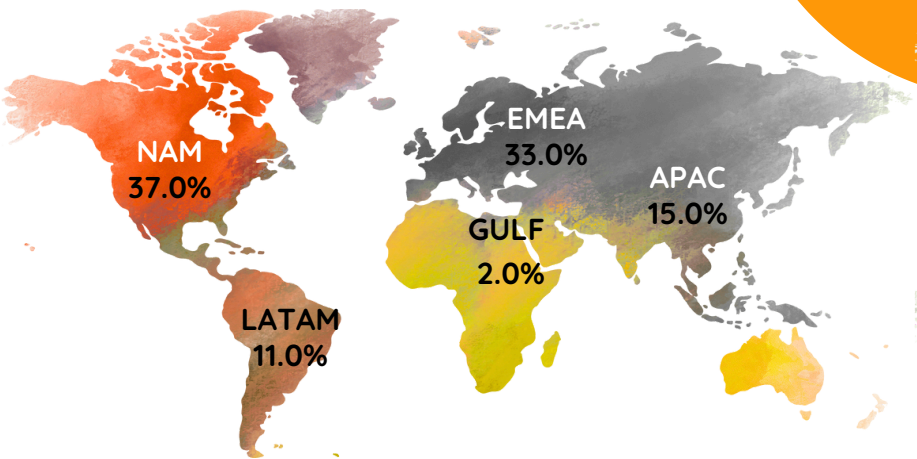
Your brand reaches a global community of decision-makers, operators, and buyers across every medium they trust.



## 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!



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

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

57k +



54k +



42k +



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



### 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

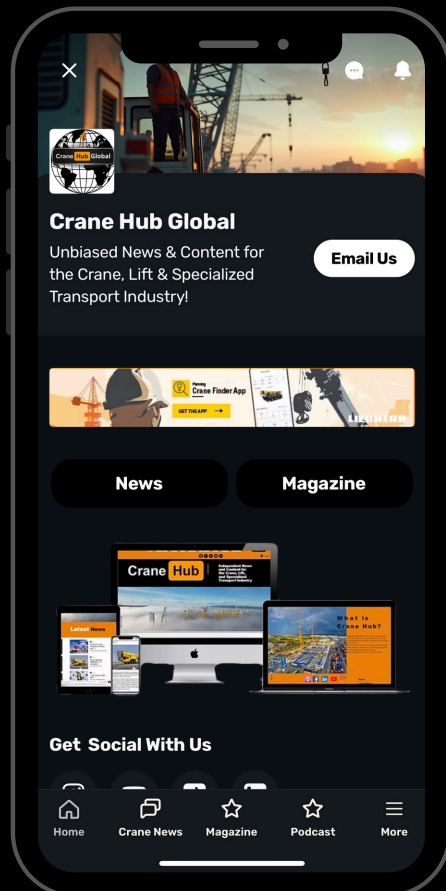


NEW!

## 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.**



Crane **Hub** Global App



**NEW!**

The World's Crane Community, in Your Pocket.

## Display

## Credits

300x250	Medium Rectangle <b>Sub Pages</b>
320x50	Banner <b>Sub Pages</b>
360x120	Large Mobile Banner <b>Home Screen</b>
336x336	Square <b>Sub Pages</b>
320x180	Video Ad <b>Home Screen</b>
Mobile Interstitials	Full-screen Ad <b>Home Screen</b>
336x280	Large Rectangle <b>Sub Pages</b>

4

7

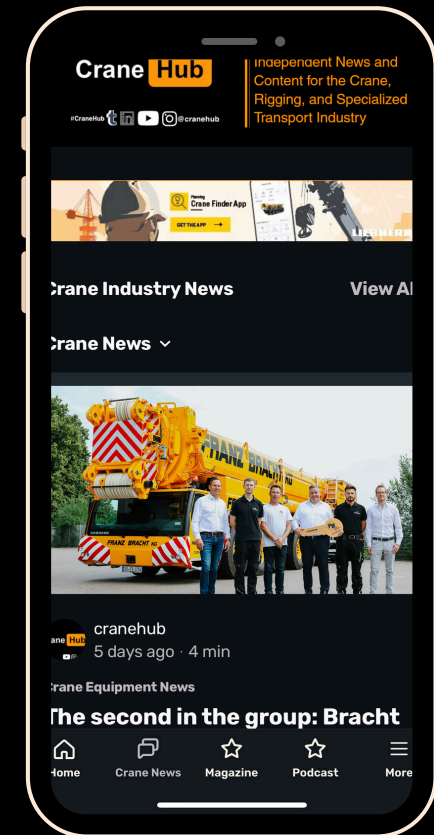
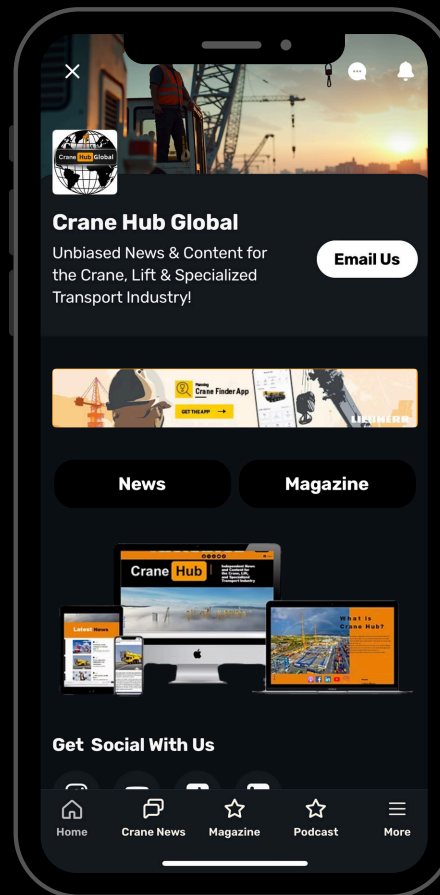
8

2

10

12

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 !**



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 giants often steal the spotlight, pick & carry cranes and industrial cranes are proving size isn't everything. Compact, agile, and versatile, these machines are the quiet workhorses of the lifting sector—essential for garages, workshops, yards, and congested sites where mobility and maneuverability matter more than raw tonnage.

In manufacturing plants in Detroit to inside yards in Houston and urban jobsites in London, 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
- 940 SKUs, 7 patents
- 100% tested in USA
- Industries: Construction, Utilities, Aerospace, Manufacturing, Oil & Gas, Marine, HVACR, Automotive, Military



## 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.



VIDEO AND INTERVIEW COURTESY OF ZACK PARNELL & BUILT OPS PODCAST

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

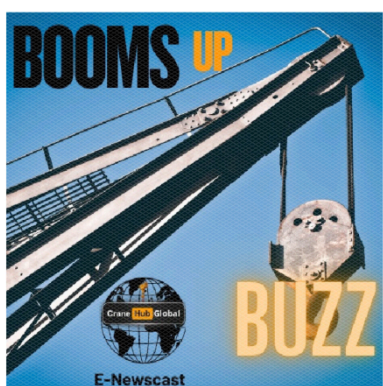
### REACHING NEW HEIGHTS

From a humble start in a British equipment yard to helming Tadanor 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 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.



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

### 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

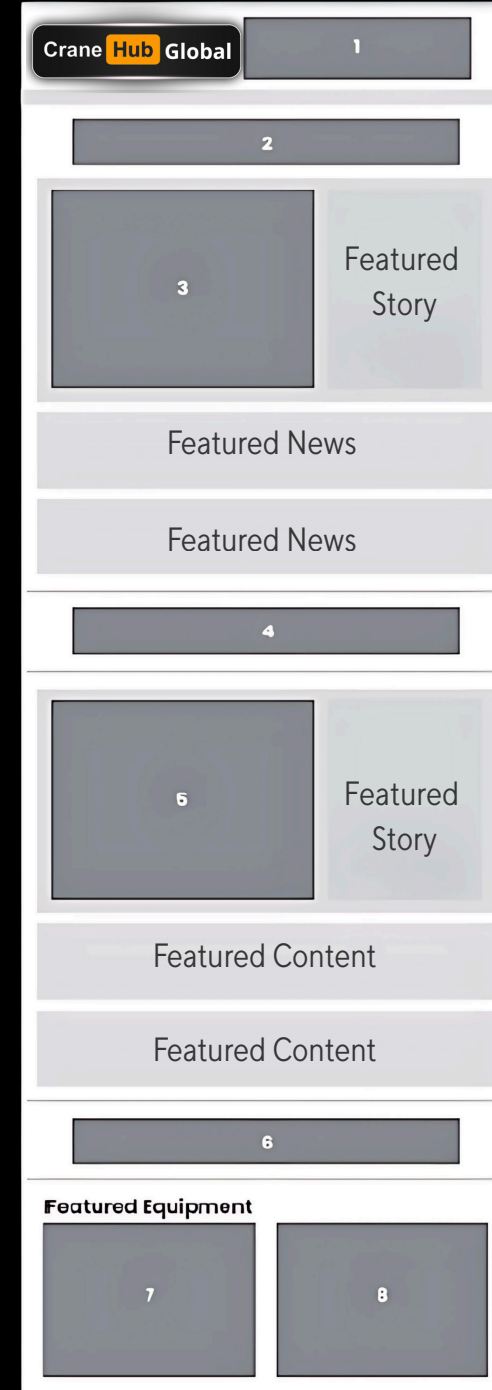
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Bottom Full Banner

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

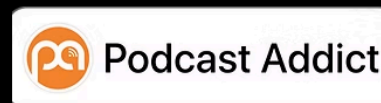
Big Bets: Cranes, AI, and Automation

**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!**



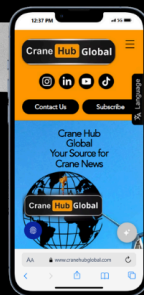


## Advertising Opportunities

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

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