Crane Hub Global

2027 MEDIA KIT

The Hub of the Crane Industry.

Connect your brand with the buyers, decision makers and industry leaders moving cranes, lifting and specialized transport forward. This is where your next opportunity begins.

WORK WITH US

Media. Equipment. Careers. Industry connections.

Global Reach. Local Impact.

CraneHubGlobal.com

EXPLORE THE MEDIA KIT

Your next opportunity. Start here.

Choose your audience, channel and campaign. Select a section below to jump directly to the opportunities that fit your goals.

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A connected media ecosystem. Built around your next move.

THE MAGAZINE AUDIENCE

Industry attention. Measured in engagement.

45K+
Verified subscribers

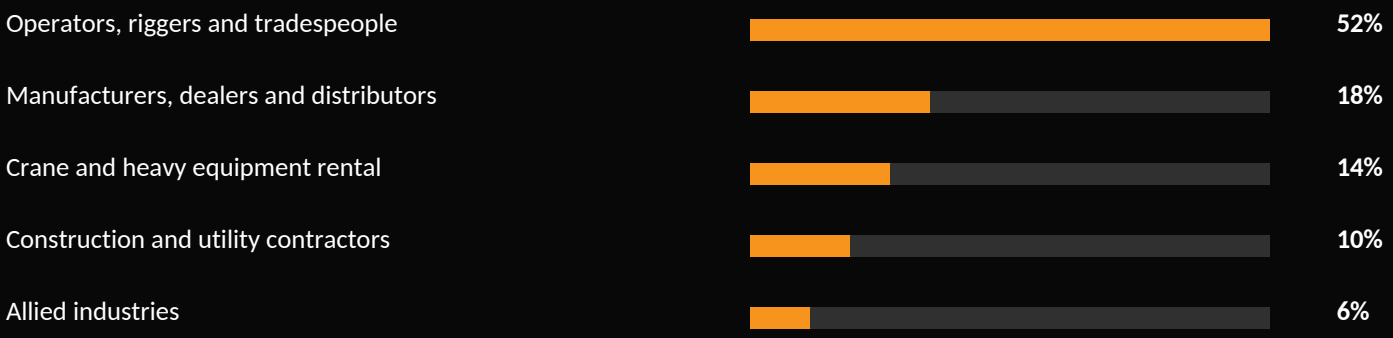
12:50
Average reader session

46%+
Senior leaders and decision makers

44%
MAGAZINE OPEN RATE

38%
CLICK THROUGH RATE

WHO WE CONNECT



GLOBAL READERSHIP

35%
North America

35%
Europe

20%
APAC

10%
Latin America

INDUSTRY SOCIAL LEADERSHIP

Your competitive advantage starts with industry reach.



175K+

combined followers across the Crane Hub Global social network

62K+
LinkedIn

55K+
TikTok

34K+
Instagram

The established CHG social audience is a major competitive advantage for advertisers. Put your brand into an active, multi-channel industry conversation around equipment, launches, projects and the people behind your business.

Combined total across the CHG social network.

THE DIGITAL ADVANTAGE

Beyond an impression. A direct route to action.

Clickable adverts. Embedded video. Direct paths to products, listings and enquiries. CHG turns industry attention into a connected digital experience your audience can act on.

YOUR ADVERTISER PORTAL

Your campaign, connected from media plan to performance.

Manage your CHG advertising: planning, campaign tracking, creative, analytics and billing.

01

Plan with flexibility

Choose your placements and redeem advertising credits around your business priorities.

02

Your dedicated creative library

Keep campaign artwork and advertising assets together in one dedicated library.

03

Track campaigns + analytics

Follow campaign activity and review statistics supplied for every advertising placement.

04

Keep billing connected

Manage advertising billing alongside your media plans, campaigns and performance reporting.

ADVERTISER PORTAL + CONNECTED TOOLS

CHG Platform Workspace. Your company. Connected.

Manage your industry presence in the CHG Platform Workspace. Bring advertising, company visibility, equipment listings and recruitment together in one connected place.

YOUR COMPANY. CONNECTED.

Advertising + Directory + Equipment + Recruitment

ADVERTISER PORTAL

Manage your CHG advertising.

Media planning. Campaign tracking. A dedicated creative library. Analytics for every advertising placement. Billing. All in one place.

INTERNATIONAL DIRECTORY

Manage your company presence.

Manage your company listing, Premium Microsite and associated individual member profiles. Keep your business and people connected.

MARKETPLACE WORKBENCH

Manage listings + buyer leads.

Manage your equipment listings and buyer leads in your Marketplace Workbench. Keep inventory visibility and buyer interest connected.

JOBS WORKBENCH

Manage listings + recruitment leads.

Manage your job listings and recruitment leads in your Jobs Workbench. Keep open roles and candidate interest connected.

PERMISSION-BASED TEAM ROLES

Assign roles to manage your Advertiser Portal, Marketplace Workbench and Jobs Workbench.

THE FULL CHG OFFERING

Build the media mix around your goal.

Choose a single channel or connect multiple opportunities around your business, your audience and the action you want people to take.

Magazine advertising >

Flagship, regional, specialty and buy | sell publications.

News & editorial >

Supplied articles, CHG Newsdesk writing and multimedia features.

Social media >

Single posts, post bundles, Boost, Visibility and Video Boost.

E-casts >

Single campaigns and four or twelve campaign bundles.

Website advertising >

Monthly and annual banners, display units and sponsorship.

The Lift Point Podcast >

Episode, segment, series and annual sponsorships.

90 Day Brand Campaign >

A coordinated ninety day program with 84 content credits.

CraneLife services

Strategy, writing, design, production and marketing support.

Global Marketplace >

Until-sold and monthly listings plus featured upgrades.

International Directory >

Company visibility bundled with Marketplace and Jobs capacity.

Jobs Hub >

Single, three, ten and unlimited monthly job listings.

Premium Company Microsite >

A customizable company destination built for discovery.

One connected ecosystem. Build the mix that fits your next move.

ADVERTISING CREDITS

Buy the flexibility. Keep the possibilities.

A competitive edge in how you buy industry media. Secure advertising value now, then choose any CHG advertising opportunity or media placement. Completely flexible. No expiry.

No expiry

Use your credits when the timing is right.

Any advertising placement

Move across CHG advertising opportunities and media placements.

Your media mix

Plan around launches, seasons and changing business priorities.

Single Advertising Credit — $300 USD

BASIC

$6,500 USD

25 credits | $260 USD per credit

Save $1,000 USD in advertising value

PREMIUM

$8,750 USD

35 credits | $250 USD per credit

Save $1,750 USD in advertising value

BRAND GROWTH

$11,750 USD

50 credits | $235 USD per credit

Save $3,250 USD in advertising value

MARKET DOMINATION

$18,750 USD

100 credits | $187.50 USD per credit

Save $11,250 USD in advertising value

Select any package to explore it. Redeem credits through your Advertiser Portal and build your campaign on your terms.

THE MAGAZINE PORTFOLIO

One industry.
More ways to connect.

Build monthly North American presence with Crane Hub Magazine. Choose regional, sector and specialist editions to put your brand in the right context.

EXPLORE OUR MAGAZINES >

EXPLORE BOOMS UP BUZZ >



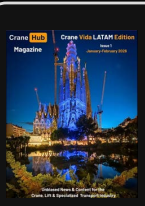
Crane Hub Magazine

Monthly North American flagship



International Edition

Six editions. Global lifting markets.



LATAM Edition

Latin America + Iberia. Spanish available.



Reach & Rise

Compact lift, telehandlers + access



Heavy Haul & Specialized Transport

Spring + Fall. Complex moves.



Under the Hook

Spring + Fall. Rigging + lifting systems.



Fleet in Focus

Annual fleet insight + operations



Equipment Buyer's Guide

Annual equipment buying context



Marketplace Magazine

Monthly equipment + company discovery



Booms Up Buzz

24 digital issues. Frequent visibility.

MONTHLY FLAGSHIP

Crane Hub Magazine



Crane Hub

The industry's original digital magazine.

Your monthly presence across the North American crane industry. Twelve issues connect your brand with equipment, projects, people and market developments.

FROM ATTENTION TO ACTION

Clickable adverts, embedded video and direct enquiry links. Campaign statistics in your dashboard.

2027 | DATES & EDITORIAL THEMES

ISSUE 01
AD CLOSE DEC 29, 2026 PUBLISH JAN 05
Crane Rental & Fleet Outlook

ISSUE 02
AD CLOSE JAN 26 PUBLISH FEB 02
Rough Terrain Cranes & Jobsite Lifting

ISSUE 03
AD CLOSE FEB 23 PUBLISH MAR 02
Tower Cranes & Urban Construction

ISSUE 04
AD CLOSE MAR 30 PUBLISH APR 06
Crawler Cranes & Heavy Lift Projects

ISSUE 05
AD CLOSE APR 27 PUBLISH MAY 04
Boom Trucks & Everyday Lifting

ISSUE 06
AD CLOSE MAY 25 PUBLISH JUN 01
Industrial Cranes & Critical Lifting

ISSUE 07
AD CLOSE JUN 29 PUBLISH JUL 06
All-Terrain Cranes & Complex Jobsites

ISSUE 08
AD CLOSE JUL 27 PUBLISH AUG 03
Overhead Cranes & Infrastructure Lifting

ISSUE 09
AD CLOSE AUG 31 PUBLISH SEP 07
Crane Service, Maintenance & Fleet Reliability

ISSUE 10
AD CLOSE SEP 28 PUBLISH OCT 05
Ports, Marine & Maritime Lifting

ISSUE 11
AD CLOSE OCT 26 PUBLISH NOV 02
Used Cranes, Auctions & Fleet Lifecycle

ISSUE 12
AD CLOSE NOV 30 PUBLISH DEC 07
2027 Year in Review & 2028 Crane Market Outlook

SPECIALTY MAGAZINE | REGIONAL FOCUS

International Edition

Reach beyond borders.



Six dedicated issues connect your brand with the equipment, manufacturers, projects and market shifts shaping global lifting.

Pair the monthly flagship with focused regional or sector visibility.

DIGITAL BY DESIGN

Clickable adverts. Embedded video. Direct enquiries. Campaign reporting.

2027 | DATES & EDITORIAL THEMES

ISSUE 01

Ad close: Jan 14 | Publish: Jan 21

All Terrain Cranes & Global Lifting 2027

ISSUE 02

Ad close: Apr 01 | Publish: Apr 08

Tower Cranes & European Market

ISSUE 03

Ad close: May 27 | Publish: Jun 03

Crawler Cranes, Wind & Next-Generation Equipment

ISSUE 04

Ad close: Jul 15 | Publish: Jul 22

Rough Terrain Cranes, Pick & Carry & Demanding Jobsites

ISSUE 05

Ad close: Aug 26 | Publish: Sep 02

City Cranes & Urban Lifting

ISSUE 06

Ad close: Nov 04 | Publish: Nov 11

Asia & the Changing OEM Landscape

SPECIALTY MAGAZINE | REGIONAL FOCUS

LATAM Edition

ALSO AVAILABLE IN SPANISH

Get closer to Latin America and Iberia.



Six dedicated issues put your brand alongside the equipment, projects and people shaping these markets. Also available in Spanish.

Pair the monthly flagship with focused regional or sector visibility.

DIGITAL BY DESIGN

Clickable adverts. Embedded video. Direct enquiries. Campaign reporting.

2027 | DATES & EDITORIAL THEMES

ISSUE 01

Ad close: Feb 11 | Publish: Feb 18

Regional Spotlight: Mexico. Fleet & Equipment Focus: Mobile Cranes.

ISSUE 02

Ad close: Apr 15 | Publish: Apr 22

Regional Spotlight: Chile. Fleet & Equipment Focus: Crawler Cranes.

ISSUE 03

Ad close: Jun 10 | Publish: Jun 17

Regional Spotlight: Brazil. Fleet & Equipment Focus: Tower Cranes.

ISSUE 04

Ad close: Aug 12 | Publish: Aug 19

Regional Spotlight: Peru. Fleet & Equipment Focus: Rough Terrain Cranes

ISSUE 05

Ad close: Oct 14 | Publish: Oct 21

Regional Spotlight: Colombia. Fleet & Equipment Focus: Articulated | Loader Cranes.

ISSUE 06

Ad close: Dec 02 | Publish: Dec 09

The LATAM Bridge. Fleet & Equipment Focus: All-Terrain Cranes.

SPECIALTY MAGAZINE | ACCESS EQUIPMENT

Reach & Rise

Compact Lift, Telehandlers & Access Edition

Reach the people who take work higher.



Six focused issues follow access equipment, MEWPs, telehandlers and the systems driving jobsite productivity.

Pair the monthly flagship with focused regional or sector visibility.

DIGITAL BY DESIGN

Clickable adverts. Embedded video. Direct enquiries. Campaign reporting.

2027 | DATES & EDITORIAL THEMES

ISSUE 01

Ad close: Jan 28 | Publish: Feb 04

Access Equipment & MEWPs - The Global Rental Fleet

ISSUE 02

Ad close: Apr 08 | Publish: Apr 15

Compact & Restricted-Access Lifting - Mini Cranes, Spider Cranes & Specialist Handling

ISSUE 03

Ad close: Jun 03 | Publish: Jun 10

Telehandlers - The Global Material Handling Fleet

ISSUE 04

Ad close: Jul 29 | Publish: Aug 05

Scaffolding, Mast Climbers & Access at Height - Building the Vertical Worksite

ISSUE 05

Ad close: Oct 07 | Publish: Oct 14

Truck-Mounted & Vehicle-Mounted Access - Taking Height to the Road

ISSUE 06

Ad close: Nov 25, 2026 | Publish: Dec 02, 2026

Material Lifts, Hoists & Compact Handling - Moving Loads Where Cranes Can't

SPECIALTY MAGAZINES | SECTOR FOCUS

Go deeper into the markets you serve.

Crane Hub Magazine builds monthly North American industry presence. These specialty editions concentrate your message around one sector, with Spring and Fall opportunities.



Heavy Haul & Specialized Transport Digest

Reach the transport companies, fleet teams and specialists behind complex moves.

SPRING EDITION

AD CLOSE FEB 04 **PUBLISH FEB 11**

Heavy-Haul Trailers & Modular Transport - Building the Global Specialized Fleet

FALL EDITION

AD CLOSE OCT 12 **PUBLISH OCT 19**

Energy & Industrial Megaproject Transport - Moving the World's Heaviest Components



Under the Hook

Reach the rigging and below-the-hook professionals focused on lifting systems.

SPRING EDITION

AD CLOSE MAR 23 **PUBLISH MAR 30**

Slings, Shackles & Rigging Hardware - Building the Lift from the Hook Down

FALL EDITION

AD CLOSE SEP 30 **PUBLISH OCT 07**

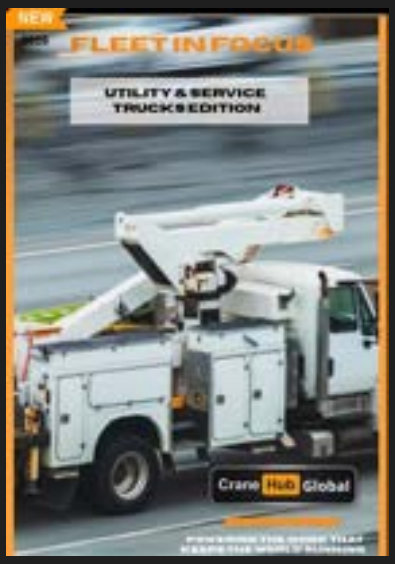
Engineered Below-the-Hook Devices - Beams, Frames, Clamps & Custom Lifting Solutions

Sector relevance. Digital interaction. Direct routes to your business.

SPECIALTY MAGAZINES | ANNUAL EDITIONS

Stay part of the buying decision.

The North American monthly flagship keeps your brand in the industry conversation. Annual specialty editions put it into focused fleet insight and equipment planning.



ANNUAL SPECIALTY EDITION

Fleet in Focus

For brands serving fleet operations and the equipment behind productive work.

AD CLOSE SEP 16 **PUBLISH SEP 23**

The Modern Service & Utility Truck - Building the Mobile Workplace



ANNUAL SPECIALTY EDITION

Equipment Buyers Guide

For manufacturers, dealers and suppliers supporting equipment selection.

AD CLOSE DEC 09 **PUBLISH DEC 16**

Annual equipment reference and 2028 equipment planning.

Clickable adverts and embedded video connect reference content with action.

MAGAZINE ADVERTISING

Make every advert a destination.

Crane Hub Magazine **Monthly Flagship Publication**

Specialty Magazines Regional, sector and annual editions

Choose the context that fits your audience, with the same interactive digital capabilities.

PLACEMENT	CASH	CREDITS	FLAGSHIP	SPECIALTY
Front Cover	$4,500 USD	15 credits	View >	View >
Inside Front Advert	$2,100 USD	7 credits	View >	View >
Inside Back Advert	$1,800 USD	6 credits	View >	View >
TOC Advert	$2,400 USD	8 credits	View >	View >
DPS Advert	$3,000 USD	10 credits	View >	View >
Full Page Advert	$1,500 USD	5 credits	View >	View >
Half Page Advert	$900 USD	3 credits	View >	View >
Quarter Page Advert	$600 USD	2 credits	View >	View >
Back Cover	$3,600 USD	12 credits	View >	View >
Issue Sponsor	$3,000 USD	10 credits	View >	View >

Clickable adverts. Embedded video. Direct enquiry links. Campaign statistics in your dashboard.

Select View to explore a flagship or specialty placement.

DIGITAL MINI MAGAZINE | FREQUENT VISIBILITY

Booms Up Buzz

Frequency that keeps your brand in view.



24 DIGITAL ISSUES

Extend your visibility between major magazine editions. Frequent digital placements keep your next launch, offer or brand message one click from the reader.

ADVERTISING OPPORTUNITIES

PLACEMENT	CASH	CREDITS
Front Cover Package	$3,000 USD	10 credits
Back Cover	$1,800 USD	6 credits
TOC Advert (1080 x 1350px)	$1,800 USD	6 credits
DPS Advert (2160 x 1350 px)	$2,400 USD	8 credits
Full Page Advert (1080 x 1350px)	$1,200 USD	4 credits
Quarter Page Advert	$300 USD	1 credit
Half Page Advert	$600 USD	2 credits
Issue Sponsor	$2,400 USD	8 credits

2027 | AD CLOSE & PUBLISH

ISSUE	AD CLOSE	PUBLISH
01	Jan 05	Jan 12
02	Jan 19	Jan 26
03	Feb 02	Feb 09
04	Feb 16	Feb 23
05	Mar 02	Mar 09
06	Mar 16	Mar 23
07	Apr 06	Apr 13
08	Apr 20	Apr 27
09	May 04	May 11
10	May 18	May 25
11	Jun 01	Jun 08
12	Jun 15	Jun 22
13	Jul 06	Jul 13
14	Jul 20	Jul 27
15	Aug 03	Aug 10
16	Aug 17	Aug 24
17	Sep 07	Sep 14
18	Sep 21	Sep 28
19	Oct 05	Oct 12
20	Oct 19	Oct 26
21	Nov 02	Nov 09
22	Nov 16	Nov 23
23	Dec 07	Dec 14
24	Dec 21	Dec 28

CONNECTED EQUIPMENT MARKETING

Marketplace Magazine

Get Noticed.
Get Connected.



The all-digital magazine introduces your equipment. Global Marketplace takes buyers into the listing. Your Company Profile brings the business behind it into view.

2027 | AD CLOSE & PUBLISH

ISSUE	AD CLOSE	PUBLISH
01	Jan 21	Jan 28
02	Feb 18	Feb 25
03	Mar 18	Mar 25
04	Apr 22	Apr 29
05	May 20	May 27
06	Jun 17	Jun 24
07	Jul 22	Jul 29
08	Aug 19	Aug 26
09	Sep 23	Sep 30
10	Oct 21	Oct 28
11	Nov 11	Nov 18
12	Dec 23	Dec 30

DIGITAL MAGAZINE

Capture buyer attention.

GLOBAL MARKETPLACE

Explore available equipment.

COMPANY PROFILE

Connect with the company.

ADVERTISING OPPORTUNITIES | SELECT TO EXPLORE

Front Cover	$4,500 USD 15 credits	Full Page Advert (1080 x 1350px)	$1,500 USD 5 credits
Back Cover	$3,600 USD 12 credits	Full Page Feature 1 Listing (1080 x 1350px)	$1,200 USD 4 credits
Inside Front Advert (1080 x 1350px)	$2,100 USD 7 credits	Half Page Advert (1080 x 675 px)	$900 USD 3 credits
Inside Front Facing Advert (1080 x 1350px)	$1,800 USD 6 credits	Quarter Page Advert (540 x 675px)	$600 USD 2 credits
TOC Advert (1080 x 1350px)	$2,400 USD 8 credits	Single Listing	$300 USD 1 credit
DPS Advert 2 listings (2160 x 1350 px)	$3,000 USD 10 credits	Issue Sponsor	$3,000 USD 10 credits

DIGITAL MAGAZINE CREATIVE

Designed to engage. Sized for the screen.

High-impact digital artwork with clickable destinations and embedded video. Supply the pixel dimensions below, with no bleed, and include the destination URL for your advert.

01

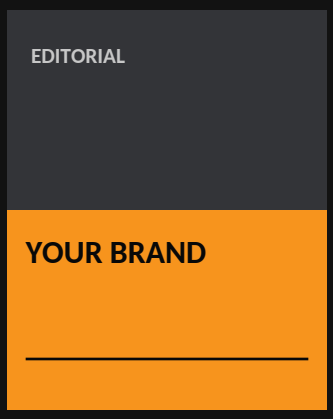


Full page

1080 x 1350 px

Renews monthly
Cancel anytime

02

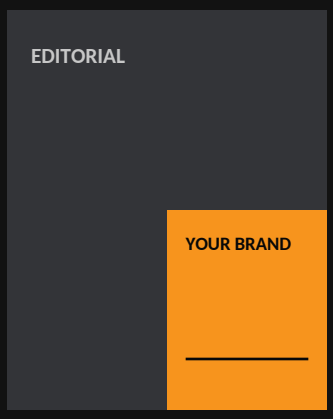


Half page

1080 x 675 px

Renews monthly
Cancel anytime

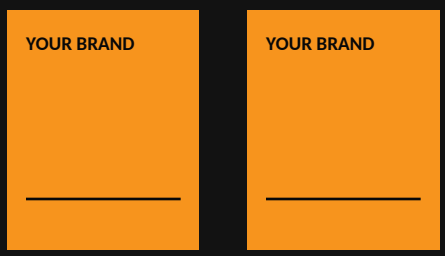
03



Quarter page

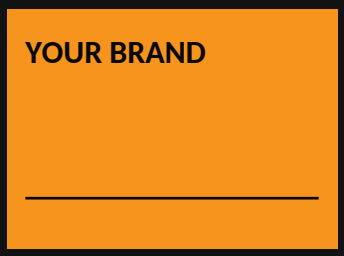
540 x 675 px

Renews monthly
Cancel anytime



Double-page spread

Each page 1080 x 1350 px



Issue sponsor banner

900 x 650 px

Premium placements: supply 1080 X 1350 px artwork.

PREMIUM WEBSITE PLACEMENTS

Website Advertising. Be seen. Be chosen.



Own a visible position in the CHG digital experience. Connect daily industry interest directly to your equipment, services or next campaign.

Sitewide Leaderboard Banner

MONTHLY	ANNUAL
$900 USD	$4,500 USD
3 credits	15 credits

Homepage Middle Banner

MONTHLY	ANNUAL
$600 USD	$3,600 USD
2 credits	12 credits

Landing Page Middle Banner

MONTHLY	ANNUAL
$300 USD	$1,800 USD
1 credit	6 credits

Homepage Mid Page Unit

MONTHLY	ANNUAL
$600 USD	$3,000 USD
2 credits	10 credits

Homepage Sponsor Banner

MONTHLY	ANNUAL
$1,200 USD	$4,800 USD
4 credits	16 credits

Landing Page Premier Sponsor

MONTHLY	ANNUAL
$900 USD	$4,200 USD
3 credits	14 credits

Monthly impact or annual presence. Campaign statistics in your dashboard.

Select a price to explore.

WEBSITE BANNER SIZES + PLACEMENT

Place your brand where attention happens.



A placement guide for the CHG website. Supply the exact pixel dimensions and a destination URL for your campaign.

CHG WEBSITE PLACEMENT GUIDE

CRANE HUB GLOBAL

01 LEADERBOARD

INDUSTRY CONTENT

03 MPU

02 MIDDLE BANNER

04 SPONSOR

Illustrative placement map

01 Leaderboard

970 x 90 px

Sitewide top banner. Lead the page with your message.

02 Middle banner

970 x 90 px

Embedded homepage or landing page visibility.

03 MPU - Mid page unit

300 x 250 px

A focused display position on the homepage.

04 Sponsor banner

160 x 80 px

Homepage or landing page sponsor visibility.

SOCIAL MEDIA ADVERTISING

Your brand.
In the industry conversation.



175K+

An established industry audience.
Reach beyond your own following.

Put your equipment, expertise and next announcement in front of the people who live this industry. Choose a single post or build sustained visibility with a social campaign bundle.

OMNI CHANNEL SOCIAL POST	$300 USD | 1 Advertising Credit

12 Post Bundle	**24 Post Bundle**	**50 Post Bundle**
$3,300 USD — 12 credits	$6,000 USD — 24 credits	$10,500 USD — 50 credits
Boost Bundle	**Visibility Bundle**	**Video Boost Bundle**
$750 USD — 4 credits	$1,350 USD — 5 credits	$1,000 USD — 6 credits

Select any option to explore. Campaign statistics included in your Advertiser Dashboard.

DIRECT-TO-INBOX CAMPAIGNS

E-cast Advertising. Own the inbox.



45K+

VERIFIED SUBSCRIBERS

Your message delivered directly to an established industry audience.

SUBSCRIBE TO CHG E-CASTS >

CHG | INDUSTRY INBOX

YOUR NEXT ANNOUNCEMENT

Product launch. Company news. Equipment offer.

EXPLORE YOUR OFFER >

Give your announcement its own moment. Choose a focused send or plan a sequence that keeps your business in the industry inbox.

SINGLE E-CAST

$300 USD

One focused announcement.

1 Advertising Credit

4 CAMPAIGN BUNDLE

$800 USD

Build a launch sequence.

4 E-cast Credits

12 CAMPAIGN BUNDLE

$1,800 USD

Keep your message in view.

12 E-cast Credits

Choose your timing and destination. Review campaign statistics in your Advertiser Dashboard. E-cast bundles use channel-specific credits.

PODCAST PARTNERSHIPS

The Lift Point Podcast. A voice in the industry.



Lifting the Industry by Elevating Its People.

Conversations with the people shaping cranes, lifting and specialized transport. Put your brand alongside industry insight.

EXPLORE THE LIFT POINT >

2027 EPISODE AIR DATES

EPISODE 01	EPISODE 02	EPISODE 03	EPISODE 04	EPISODE 05	EPISODE 06
JAN 20	FEB 17	MAR 17	APR 21	MAY 19	JUN 16
EPISODE 07	**EPISODE 08**	**EPISODE 09**	**EPISODE 10**	**EPISODE 11**	**EPISODE 12**
JUL 21	AUG 18	SEP 15	OCT 20	NOV 17	DEC 15

ANNUAL SPONSORSHIP

$6,000 USD

A year of industry conversation.

20 credits

Spotlight Sponsor
$300 USD — 1 credit

Segment Sponsor
$600 USD — 2 credits

Episode Partner
$900 USD — 3 credits

Series Partner
$1,500 USD — 5 credits

Branded Audiogram
$300 USD — 1 credit

Omni Channel Social Post
$300 USD — 1 credit

INDUSTRY STORIES + EDITORIAL

News + Editorial.
Make your story matter.



Your milestone.
An industry moment.

Product launches, company news and major projects, brought to life with writing, images, video and social amplification.

EXPLORE THE NEWS HUB >

SUBMIT YOUR NEWS >

Featured multimedia + 2 Omni Channel Social Posts	$1,200 USD 4 credits
Supplied article with images + social post	$600 USD 2 credits
Supplied article with video + social post	$600 USD 2 credits
CHG Newsdesk with images + social post	$900 USD 3 credits
CHG Newsdesk with video + social post	$900 USD 3 credits

Supply a finished story or work with the CHG Newsdesk.

VISUAL STORYTELLING

Video Advertising.
Show what sets you apart.

Bring audiences closer to your people, equipment and expertise. Put the experience behind your business into a format built to engage.



Operator or Company Interview Clip

Let the people behind your company tell the story.

$550 USD

2 Advertising Credits



Dedicated Feature Video

A focused visual story around your brand or project.

$750 USD

3 Advertising Credits



Equipment Walkthrough Video

Put equipment capability and expertise in motion.

$750 USD

3 Advertising Credits

Every campaign includes statistics in your Advertiser Dashboard.

COORDINATED CAMPAIGNS + CREATIVE EXPERTISE

Ninety days.
A stronger brand presence.

90 DAY BRAND CAMPAIGN

$15,500 USD

84

CONTENT CREDITS

A coordinated ninety day campaign across multiple CHG touchpoints.

Three months. One coordinated campaign.

Build sustained visibility through dedicated e-casts, social promotion, premium digital magazine adverts, editorial features and website banners.

28

CREDITS EACH MONTH

A consistent monthly allocation.

16

BONUS CREDITS

Flexibility for future opportunities.

90

DAYS OF VISIBILITY

A connected three month program.

Connect every placement to a clear business objective. Review advertising statistics in your Advertiser Dashboard and build on what performs.

90 DAY BRAND CAMPAIGN

Your campaign. Month by month.

28 ADVERTISING CREDITS ALLOCATED EACH MONTH

MONTH ONE

Introduce your brand. Establish your presence.

Biweekly dedicated e-casts	2 credits
Weekly Omni Channel social promotion	4 credits
Crane Hub Magazine two page spread	10 credits
Featured Crane Hub News website article	4 credits
Leaderboard banner campaign - 728 x 90 px	3 credits

5 BONUS ADVERTISING CREDITS

MONTH TWO

Expand your reach. Reinforce your message.

Biweekly dedicated e-casts	2 credits
Biweekly Omni Channel social promotion	2 credits
Two featured Crane Hub News website articles	8 credits
Crane Hub Magazine full page advert	5 credits
Leaderboard banner campaign - 728 x 90 px	3 credits

8 BONUS ADVERTISING CREDITS

MONTH THREE

Maintain momentum. Keep your brand in view.

Biweekly dedicated e-casts	2 credits
Weekly Omni Channel social promotion	4 credits
Featured Crane Hub News website article	6 credits
Crane Hub Magazine two page spread	10 credits
Leaderboard banner campaign - 728 x 90 px	3 credits

3 BONUS ADVERTISING CREDITS

16 bonus credits extend your campaign into future launches, announcements, events, recruitment or other eligible marketing placements. Redeem them through the remainder of the calendar year.

INDUSTRY SPECIFIC MARKETING + CONSULTING

Crane Life.
Built for your industry.

Industry knowledge.
Business ambition.

A dedicated marketing and consulting platform for the Crane, Lift & Specialized Transport Industry.

Turn deep industry understanding into a clear plan for growth. Crane Life connects strategy, content and creative execution around your company, capabilities and customers.

Strategy + consulting

Position your business, clarify your message and align marketing with business development.

Content + storytelling

Translate expertise, projects and milestones into compelling copy and industry stories.

Creative + production

Build distinctive design, photography, video and sales materials around your brand.

Digital + campaign support

Bring websites, search, public relations and coordinated marketing activity into one plan.

Industry expertise. Strategy built around your business.

STRATEGY + PRODUCTION + MARKETING SUPPORT

CraneLife Services.

Add specialist capability where it makes the difference. Choose a defined service or shape a custom scope around your next campaign.

SERVICE	SCOPE	PRICE USD
Business Development	Half Day Consult	$3,800 USD
Business Development	Monthly Advisor	$9,975 USD
Press Release	Basic | Standard Industry	$225 USD | $375 USD
Social Media Content Creation	1 | 5 | 10 hours	$95 USD | $475 USD | $950 USD
Professional Copy Writing	1 | 5 | 10 hours	$75 USD | $375 USD | $750 USD
Graphic Design	1 | 5 | 10 hours	$90 USD | $450 USD | $900 USD
Photography & Videography	Hourly | Half Day | Full Day	$325 USD | $1,500 USD | $3,000 USD

CUSTOM SCOPE BUILT AROUND YOUR BUSINESS

Website Design + Development
A digital presence built around business growth.

SEO | SEM
Search visibility aligned to your campaign goals.

Public Relations + Social Listening
Strategic communication and reputation support.

Marketing + Sales Collateral
Sales assets for launches, events and campaigns.

EQUIPMENT VISIBILITY + BUYER CONNECTION

Global Marketplace. Turn inventory into opportunity.



A direct route to the buyer.

Connect inventory, company discovery and buyer interest. Manage your equipment listings and buyer leads in your Marketplace Workbench.

EXPLORE THE MARKETPLACE >

SINGLE LISTING | UNTIL SOLD

$299 USD One-time purchase

Single Monthly Listing

$99 USD per month

Up to 3 Monthly Listings

$199 USD per month

Up to 10 Monthly Listings

$299 USD per month

Unlimited Monthly Listings

$599 USD per month

7 DAY FEATURE LISTING >

15 DAY FEATURE LISTING >

30 DAY FEATURE LISTING >

Marketplace and featured listing upgrades are purchased separately from Advertising Credits.

COMPANY VISIBILITY + DISCOVERY

International Directory + Premium Microsite.



Be found for what you do. Give buyers a richer destination to explore your company, capabilities and content, then connect that presence with equipment and recruitment activity.

EXPLORE THE INTERNATIONAL DIRECTORY >

Be discovered

Put your company into industry search and discovery.

Your company + people

Manage your listing, Premium Microsite and associated member profiles.

Create opportunity

Connect buyers with your company, equipment and open roles.

Premium Microsite Included with all International Directory Company Upgrades

Business Essentials

$149 USD per month

1 Marketplace & 1 Job Listing

Business Growth

$249 USD per month

3 Marketplace & 3 Job Listings

Business Advantage

$349 USD per month

10 Marketplace & 10 Job Listings

Business Unlimited

$649 USD per month

Unlimited Marketplace & Job Listings

PREMIUM COMPANY MICROSITE

$89 USD per month

Choose the standalone microsite, or get it included with every Directory upgrade above.

INDUSTRY RECRUITMENT

Jobs Hub.
Hire with industry reach.

Recruit where the industry connects. Put professional, operational and leadership roles in front of people who know cranes, lifting and specialized transport.

EXPLORE THE JOBS HUB >

Relevant audience

Reach people who know your industry.

Listings + leads

Manage job listings and recruitment leads.

Flexible capacity

Match listing capacity to your hiring plans.

Single Job

$39 USD per month

Fill a focused role.

Up to 3 Jobs

$99 USD per month

Support a growing team.

Up to 10 Jobs

$199 USD per month

Build your recruitment pipeline.

Unlimited Jobs

$399 USD per month

Keep your hiring program moving.

Choose a standalone listing plan or use the Jobs Hub capacity included in your Directory upgrade.

YOUR NEXT OPPORTUNITY

Work With Us.

Put your brand at the heart of the industry.

Bring us your next launch, growth target or big idea. We will build the right mix of audience, channels and creative around your business.

WORK WITH US >

GET IN TOUCH >



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GET TO KNOW CRANE HUB >

EXPLORE CRANE HUB >

People Centered. Equipment Focused. Industry Driven.