

Crane **Hub** MAGAZINE MEDIA KIT 2026

Digital Magazine

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 Magazine

The leading fully digital Crane industry Magazine!



Crane Hub MAGAZINE

ISSUE 10 OCTOBER 2025

PERSONAL STORY

JJ CURRAN CRANE: A FAMILY LEGACY LIFTING DETROIT FOR 75 YEARS

By: Meagan Wood

A BACKHOE, A DREAM, AND \$400

In 1950, John J. "JJ" Curran and his wife Jacquelyn "Jackie" made a \$400 gamble on a used 1933 Link-Belt speeder backhoe. They weren't just buying a machine, they were buying into a future. With grit and determination, the young couple carved out a business in Detroit, then America's booming industrial capital.

By 1954, JJ took another bold leap: a Lorain 30-ton mobile truck crane, one of the biggest in the region at the time. The jobs rolled in, and it quickly became clear that cranes - not backhoes - were the future. In 1959, the crane division became its own company: JJ Curran Crane.

That single decision shaped not just a company, but a legacy that would span generations.

BUILDING DETROIT, ONE LIFT AT A TIME

The 1960s and 1970s were transformative years. As Detroit grew, so did Curran Crane. JJ introduced hydraulic cranes into the local market, revolutionizing how jobs were done. By the mid-70s, the company operated more than 50 cranes.

22 Curran Crane Dedicated Manitowoc MLC 300 to Detroit Legend Mickey Redmond | JJ Curran Crane Company

Crane Hub MAGAZINE

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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 demanded intense coordination and flawless execution. It showcased Sarens' expertise in complex, synchronized lift dedication of its crews on the ground.

LIEBHERR

THE GLOBAL FINALISTS ARE SET

Precision, technique, and responsibility were on full display this September as crane operators from around the world competed in the regional preliminary rounds of Liebherr's "Game of Cranes."

Held across five continents, the event brought together 25 top mobile crane operators, selected from nearly 200 applicants worldwide, to compete in a series of demanding theoretical and practical challenges.

The winners of each region will meet November 26th at Liebherr's headquarters, Ehingen, Germany, for the global finals where only one will be crowned the world's top mobile crane operator.

"The performances we saw in the qualifiers were impressive. All participants showed how demanding and professional crane operation is today." - Christoph Behmüller, Head of Training and Education, Liebherr Ehingen

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INDUSTRY SPOTLIGHT

ROOFTOP LIFTS REIMAGINED

The city never sleeps and neither do its cranes.

From Atlanta's mid-rise corridors to Seattle's high-tech skylines, urban lifting has evolved into a masterclass in precision under pressure. Every inch of curb space matters, every permit is contested, and every lift unfolds within a tight choreography of planning, technology, and timing.

Today's rooftop lifts are more than feats of engineering, they're logistical triumphs. In a

Crane Hub Global

BLUE COLLAR HERO OF THE MONTH

CONGRATULATIONS TO SAM BARRINGTON, OWNER AND PRESIDENT OF SKY LIMIT CRANE & RIGGING, OUR CRANE HUB GLOBAL BLUE COLLAR HERO OF THE MONTH!

From the Field to the Job Site - Lifting People as Well as Loads

Some heroes build with steel and concrete. Others build through service, leadership, and heart. Sam Barrington, former NFL linebacker and now President of Sky Limit Crane & Rigging, does both.

After years of playing professional football, Sam brought the same discipline, teamwork, and drive that defined his athletic career into the crane and rigging industry. Today, he leads Sky Limit Crane & Rigging with a focus on safety, professionalism, and people values that extend far beyond the job site.

Off the clock, Sam is just as driven to make an impact. Through partnerships with organizations such as the Dreambuilders Foundation and Wisconsin Literacy Inc., he's funded community projects that provide safe transportation for students, improved athletic facilities for underserved schools, and literacy resources for families in need. His leadership has earned him recognition as an NFLPA Community MVP, but for Sam, the true reward is simple: creating opportunities and helping others to give back.

"Each of us has a role to play in changing our communities," Sam says. "If we all do something small, together we can make a big difference."

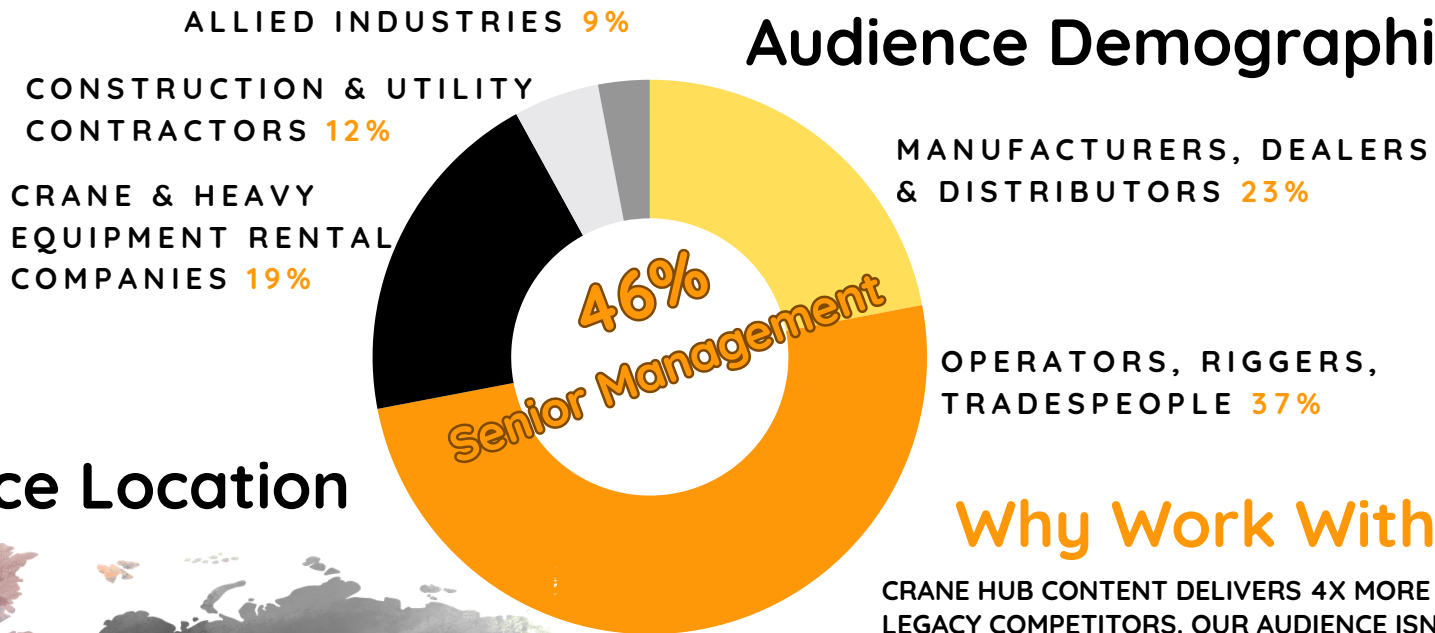
"I volunteer because I care for future change. In 20 years I want to look back and see how much this world has changed, and know that I was a part of changing it." Points of Light

"It's important to remember that we all share the responsibility of giving back... if each one of us does something small, we together can make a large impact."

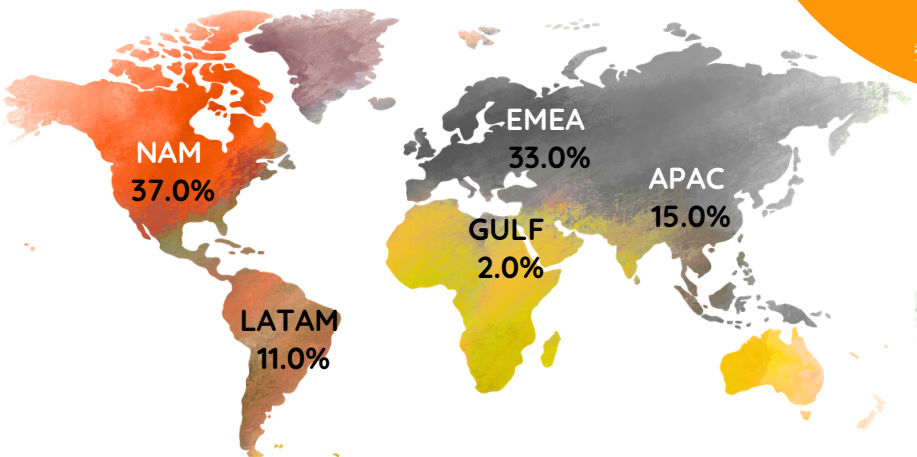
At Crane Hub Global, we're proud to recognize Sam Barrington as our Blue Collar Hero of the Month a leader who proves that real strength isn't just measured in tons lifted, but in the lives uplifted.

SKY LIMIT CRANE & RIGGING

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

REACH

200K+
GLOBAL
AUDIENCE

175K+
SOCIAL MEDIA
FOLLOWERS

MAGAZINE STATS

42K+
VERIFIED
SUBSCRIBERS

12:50
AVG SESSION
TIME

42%
OPEN RATE

36%
CLICK RATE

Grow Your Brand, Amplify Your Reach!



63k +



54k +



34k +

TikTok

Crane Hub Magazine

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.

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 = 1000 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.

Crane Hub Magazine

We are the leading fully digital Crane industry Magazine!

12 Issues in 2026



Click. Watch. Connect.

Advert Specifications

Front and Back Cover 200mm W x 273mm H (7.875in W x 10.75in H)	Half Page Vertical 57mm W x 251mm H (2.250in W x 9.875in H)
Full Page 200mm W x 273mm H (7.875in W x 10.75in H)	Half Page Horizontal 180mm W x 118mm H (7.062in W x 4.625in H)
Two Page Spread 400mm W x 273mm H (15.75in W x 10.75in H)	Quarter Page 86mm W x 118mm H (3.375in W x 4.625in H)

Advertising Opportunities

Every ad comes alive:
clickable, trackable, and video-enabled.

Credits

15

10

8

8

10

5

3

2

12

10

Display

Front Cover

Inside Front

Inside Back

TOC

2 Page Spread

Full Page

Half Page

Quarter Page

Back Cover

Issue Sponser

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

Crane Hub Magazine 2026 Editorial Program



Q1

January



Global Market Outlook & OEM Expansion
Tower Cranes

Ad Close 1/2
Publish Date 1/6



February

Heavy Haul & Modular Transport
All Terrain Cranes

Ad Close 1/30
Publish Date 2/3



March
CONEXPO
CON / AGG
ConExpo Edition
Crawler Cranes

Ad Close 2/27
Publish Date 3/3



Q3

July

Cranes in the Field: Operator POVs
Spider & Mini cranes

Ad Close 6/26
Publish Date 6/30

August

Global Fleet Rankings & Trends
Barge Cranes

Ad Close 7/31
Publish Date 8/4

April

Q2



Rigging, Safety & Lifting Intelligence
Below The Hook

Ad Close 3/27
Publish Date 3/31



May

Simulation, Certification & Operator Training
Rough Terrain Cranes

Ad Close 5/1
Publish Date 5/5



June

Mid-Year Buyers Guide & Event Season
Truck Mounted Cranes

Ad Close 5/29
Publish Date 6/2



September

Crane Technology, AI & Telematics
Utility Trucks

Ad Close 8/28
Publish Date 9/1



October

Q4

Green Cranes & ESG
Electric & Hybrid Cranes

Ad Close 9/25
Publish Date 9/29



November

CraneLife Awards
Mega cranes

Ad Close 9/30
Publish Date 11/3

December

Vision 2026: Automation, AI & Expansion
Specialized Cranes

Ad Close 11/27
Publish Date 12/1

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



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.



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