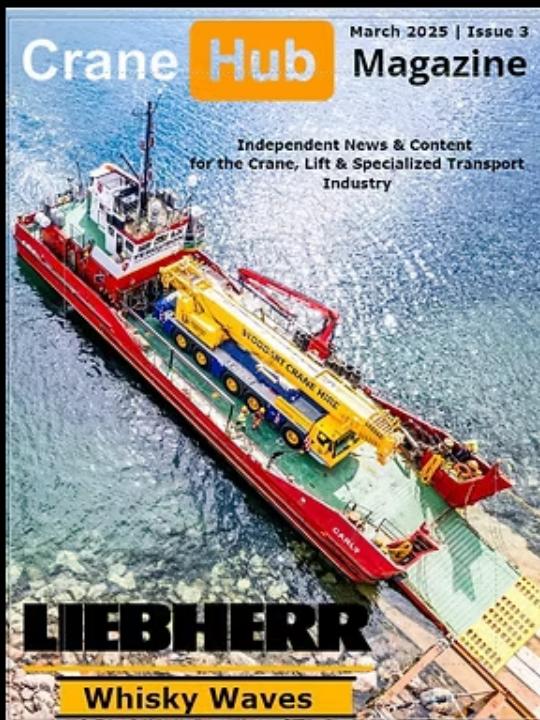


Digital Magazines | E-Newscast & Mini Mag| Marketplace & APP | Podcast | App
Unbiased News & Content.



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.

How we started, What we have done & Where we are going!

2021

Launched a social first brand

2024

Launched Crane Hub Magazine

2026

Crane Hub App,
LATAM, European, Specialty magazine
editions launch

2023

Grew social media following organically

2025

The Lift Point, Booms Up Buzz & Marketplace go live

Grow Your Brand, Amplify Your Reach!



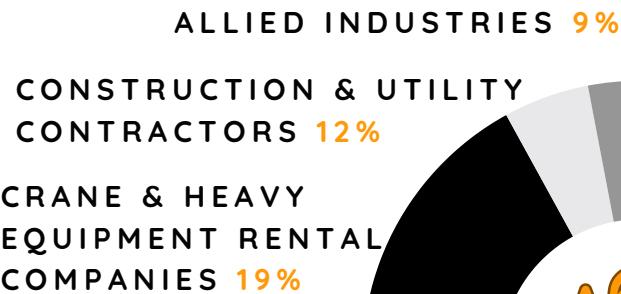
57k +



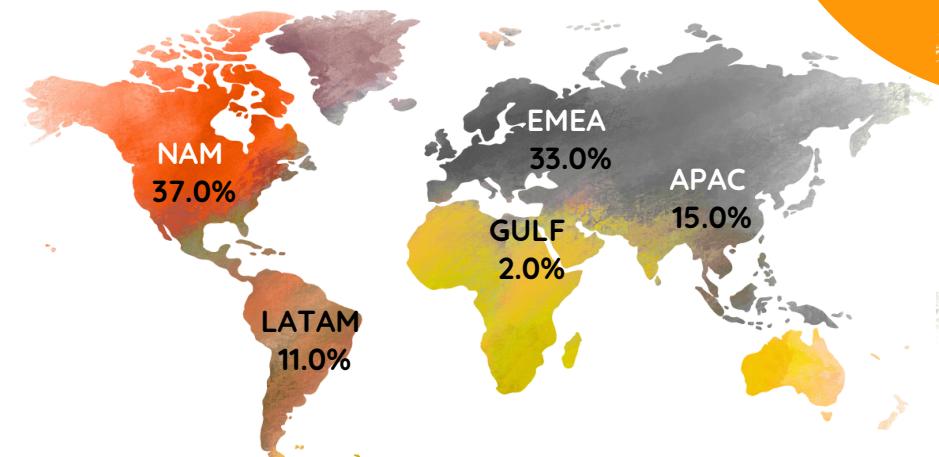
54k +



42k +



Audience Location



REACH

200K+
GLOBAL
AUDIENCE

160K+
SOCIAL MEDIA
FOLLOWERS

WEBSITE

120K+
Page Views
Monthly

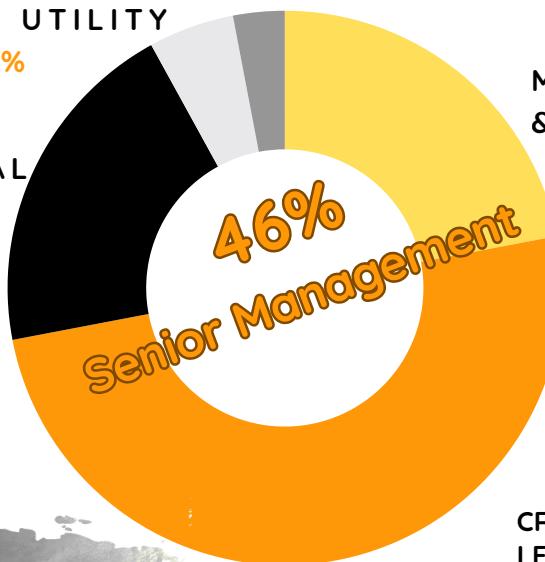
64,798
Unique visitors

E-NEWSCAST

39K+
VERIFIED
SUBSCRIBERS

8:30
SESSION TIME

Audience Demographics



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

MAGAZINE

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.

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

57k +



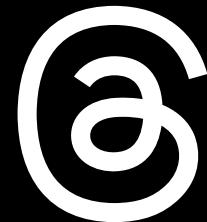
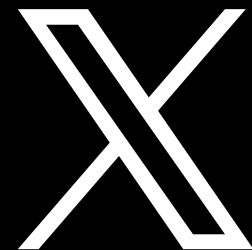
54k +



42k +



175k + Followers across our channels



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



YouTube

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.

Available on the
App Store

Crane Hub Global App

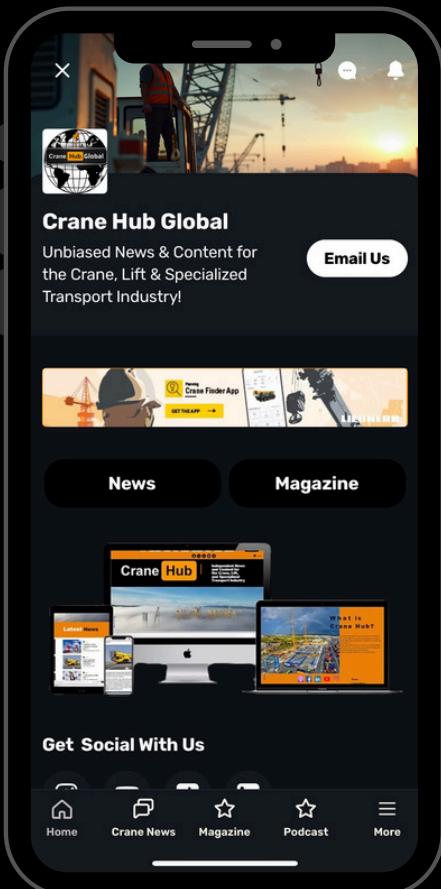
Get it on
Google play

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.

Available on the
App Store

Crane **Hub** Global App

Get it on
Google play

NEW!

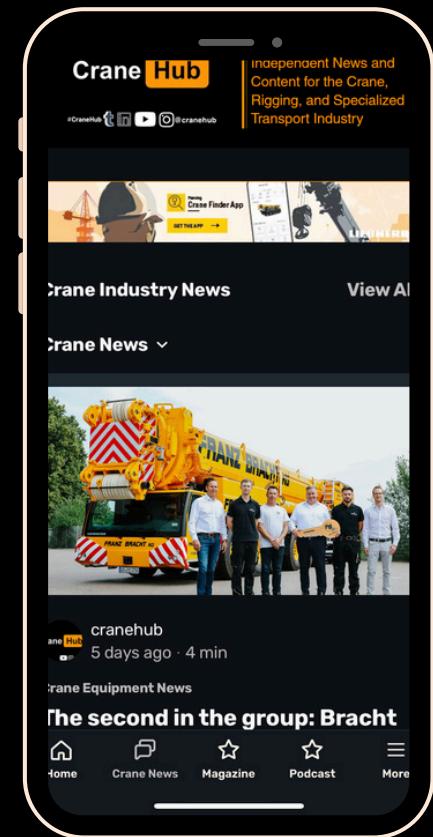
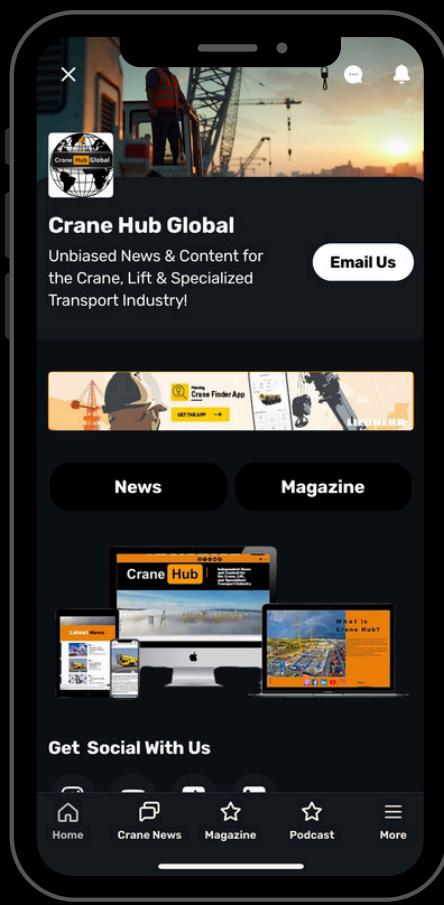
The World's Crane Community, in Your Pocket.

Display

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

Credits

4
7
8
2
10
12
6



One Hub. One Global Community.

Crane Hub Magazine

The leading fully digital Crane industry Magazine!

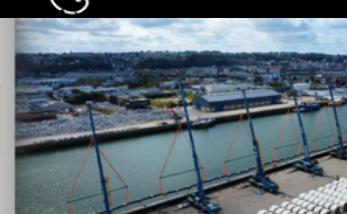


sarens FRANCE

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 to 120t, 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, demanded intense coordination and flawless execution. showcased Sarens' expertise in complex, synchronized lifts and dedication of its crews on the ground.



LIEBHERR

THE GLOBAL FINALS

Precision, technique, and responsibility were the key requirements for the crane operators from around the world competing in the final rounds of Liebherr's "Game of Cranes."

Held across five continents, the event brought together the best crane operators, selected from nearly 200 applicants of demanding theoretical and practical challenges.

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 player 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 business world. As President of Sky Limit, he leads Sky Limit Crane & Rigging with a focus on safety, professionalism, and people - values that extend far beyond the job site.

Off the track, Sam is just as driven to make an impact. Through his work with local organizations such as the Dreambuilders Foundation and Wisconsin Literacy Inc., Sam has founded community projects that provide safe transportation for students, improved athletic facilities for underserved schools, and literacy programs for at-risk youth. His leadership has earned him recognition as an NFLPA Community MVP. But for Sam, the true reward is simple: creating opportunities and inspiring others to give back.

SKY LIMIT CRANE & RIGGING



"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 do 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.

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



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



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

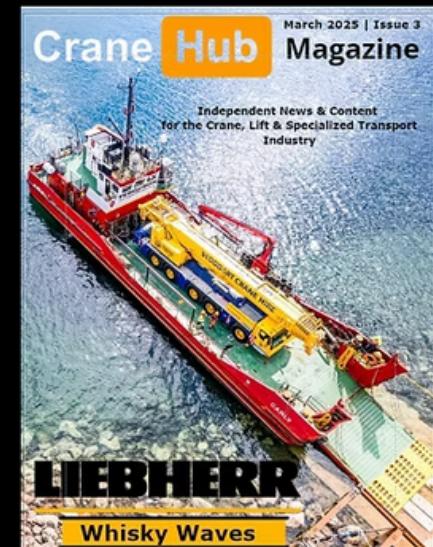
Ad Close 7/31
Publish Date 8/4

September

Crane Technology, AI & Telematics
Utility Trucks



Ad Close 8/28
Publish Date 9/1



Q4

October

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

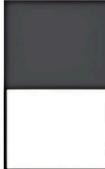
Ad Close 11/27
Publish Date 12/1

Crane Hub Magazine Advertising Opportunities



Click. Watch. Connect.

Advert Specifications

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

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

Credits

15

Display

Front Cover

10

Inside Front

8

Inside Back

8

TOC

10

2 Page Spread

5

Full Page

3

Half Page

2

Quarter Page

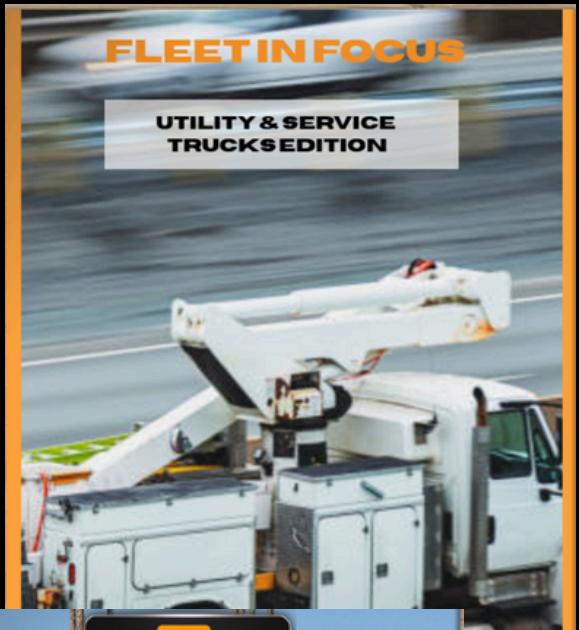
12

Back Cover

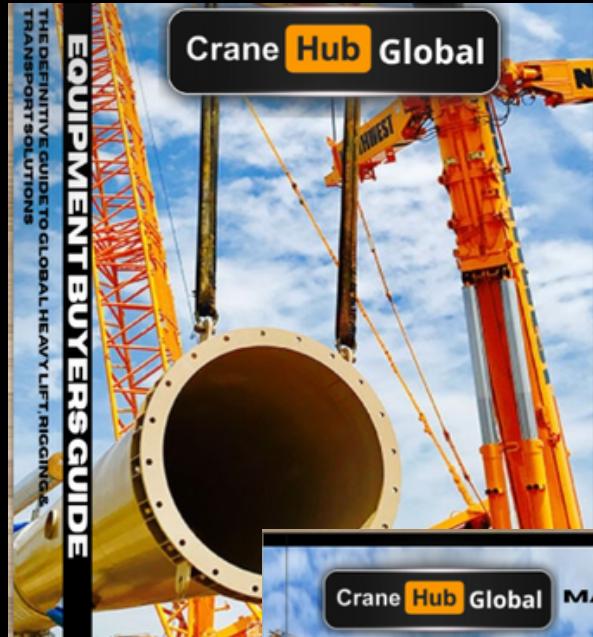
10

Issue Sponsor

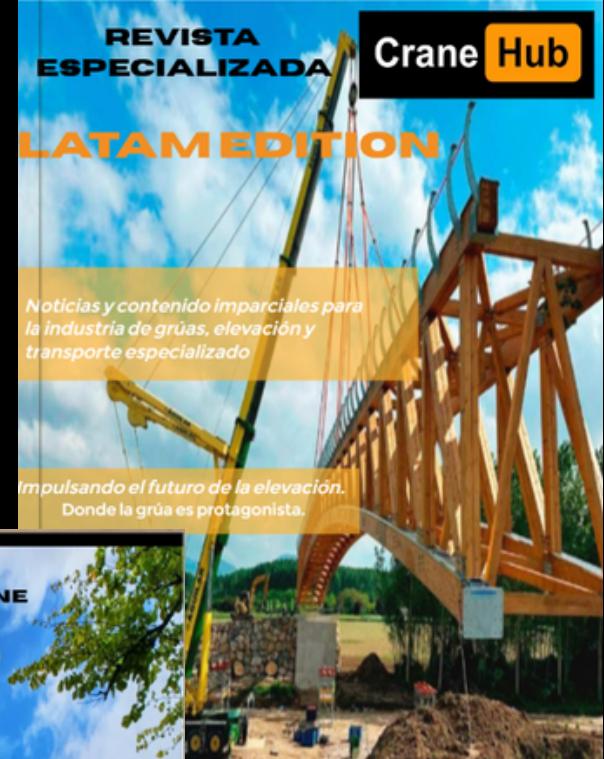
Your ads reach more readers, across more regions, and on more screens maximizing visibility while minimizing cost!

**FLEET IN FOCUS**

UTILITY & SERVICE TRUCKS EDITION

**EQUIPMENT BUYERS GUIDE**

THE DEFINITIVE GUIDE TO GLOBAL HEAVY LIFT, RIGGING & TRANSPORT SOLUTIONS

**REVISTA
ESPECIALIZADA****Crane Hub****LATAM EDITION***Noticias y contenido imparciales para la industria de grúas, elevación y transporte especializado**Impulsando el futuro de la elevación.
Donde la grúa es protagonista.***Under The Hook Edition****HEAVY HAUL & SPECIALIZED TRANSPORT DIGEST**EXPERT MOVES.
EXCEPTIONAL LOADS**SPLIERINGS**
MOBILE CRANES
COVER STORY

INTERNATIONALEDITION

**REACH & RISE
MAGAZINE**COMPACT LIFTS
TELEHANDLERS & ACCESS

Crane Hub Global



The Crane Hub Global International Edition serves as the definitive voice for crane, rigging, and heavy transport professionals across Europe, the Asia-Pacific (APAC), and ANSI regions.

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

Q3**July**

Innovation & Infrastructure

Ad Close 7/7

Publish Date 9/7

Q2**May**

Specialized Transport

Ad Close 12/5

Publish Date 14/5

Q4**November**Future Forces:
Youth, Tech & Trade

Ad Close 10/11

Publish Date 12/11

September

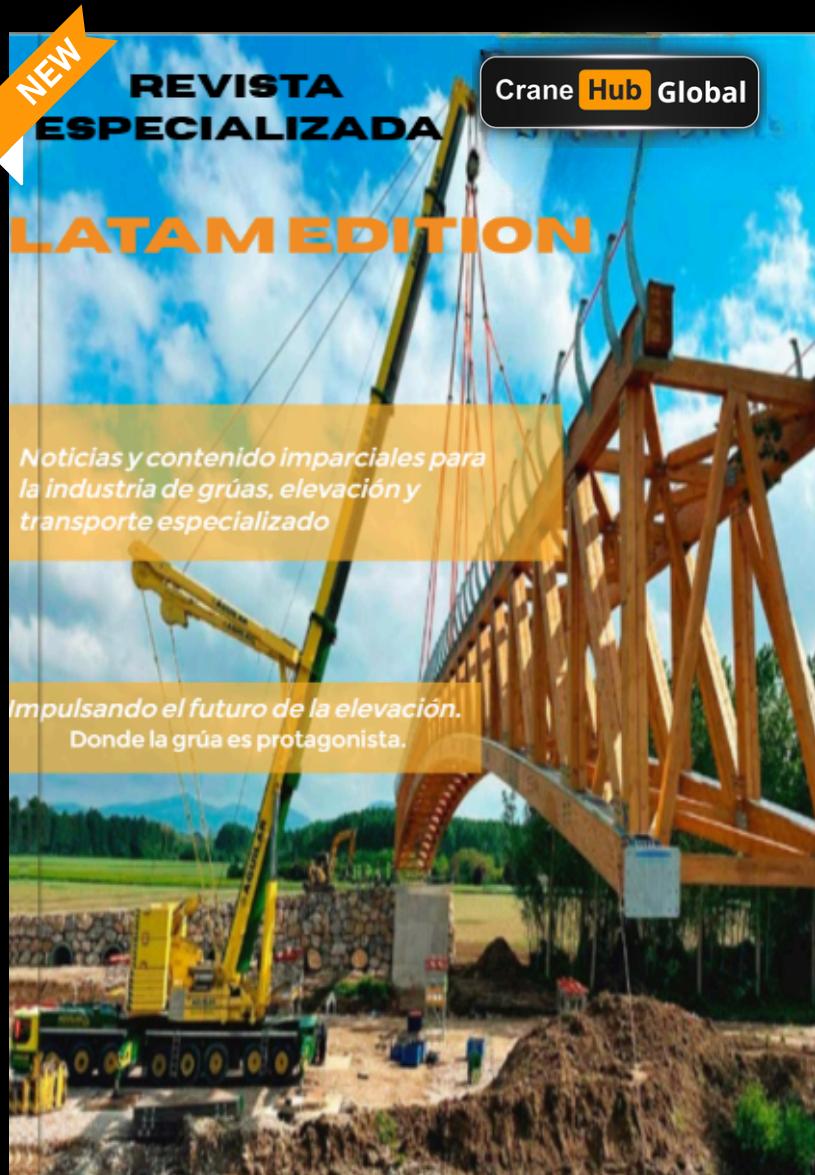
Smart Fleets, Smart Routes

Ad Close 8/9

Publish Date 10/9

The global voice of the crane, lifting, and heavy-equipment industry!

Delivering worldwide insights, market trends, and cross-border innovation to an international audience.



Q1

February
Growth Drivers & Urban Access

Ad Close 2/10
Publish Date 2/12

Q2

April
Training,
Small Equipment
& Ground Realities

Ad Close 4/7
Publish Date 4/9

June
Regional Transport
& Public Works

Ad Close 6/9
Publish Date 6/11

Q3

August
Smart Fleets, Smart Routes

Ad Close 8/10
Publish Date 8/13

October
Sustainability & Eco Gear

Ad Close 10/6
Publish Date 10/8

Q4

December
Awards, Innovation & 2027 Outlook

Ad Close 12/8
Publish Date 12/10

The Crane Hub Global LATAM Edition connects the growing Latin American crane and rigging community through a bilingual, regionally tailored publication delivered Bi-Monthly.

A bilingual publication connecting the rapidly growing Latin American crane, rigging, and access community with region-specific news, equipment updates, and workforce stories !

Also available entirely in Spanish.



Q1 January

Global Market Outlook

Ad Close 1/20
Publish Date 1/22

March
Connexpo Edition

Ad Close 3/17
Publish Date 3/20

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

Q3 September

Lift & access equipment technology

Ad Close 9/15
Publish Date 9/17

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

**Heavy Haul & Specialized Transport Digest**

- 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

February Edition

Ad Close 2/17

Publish Date 2/19

September Edition

Ad Close 9/22

Publish Date 9/26

The definitive digest for oversize load transport, multi-axle trailers, engineered moves, and project logistics, covering the world's most complex heavy-haul challenges and solutions.

April | November 2026

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
- Product Finder

Spring Edition

Ad Close 4/14

Publish Date 4/16

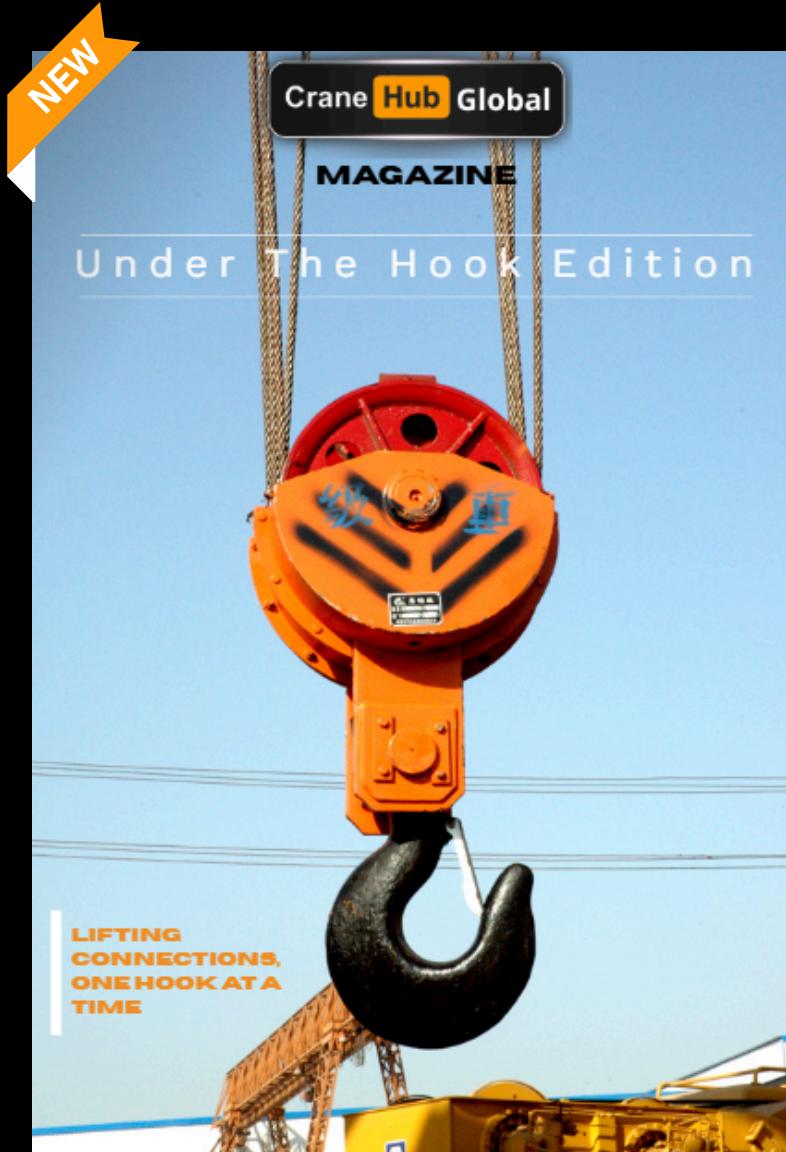
Fall Edition

Ad Close 11/17

Publish Date 11/19

The industry's dedicated source for rigging, lifting gear, below-the-hook innovation, inspections, and safety best practices!

Engineered for those who keep every lift secure.



Q1 | February 2026

2026 Equipment Buyers Guide Edition

- 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

The industry's newest annual, data-driven reference for crane owners, buyers, fleet managers, and decision makers!

Featuring equipment specs, market rankings, dealer networks, and the leading companies shaping the global lifting and heavy-equipment landscape.



Q3 | October 2026

Fleet in Focus:
Utility & Service Truck Edition

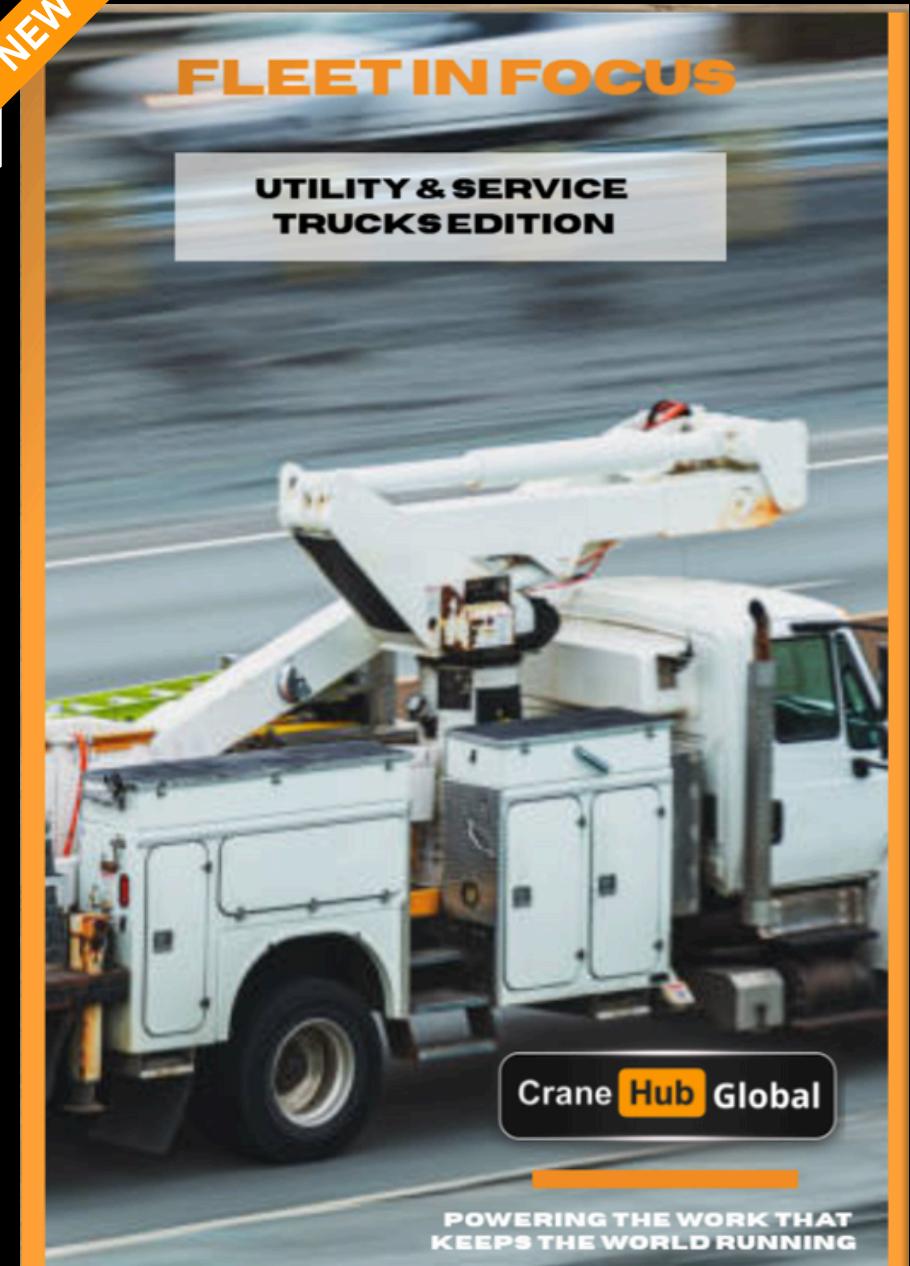
- Smart Service Trucks
- Truck-Mounted Cranes & Lift Systems
- On the Job - Utility Truck Deployments
- Keeping Crews Safe
- Annual Utility & Service Truck Buyer's Guide
- Lineman Voices

Ad Close 10/13
Publish Date 10/15

A specialized spotlight on utility, service, mechanic, and field-support fleets!

Featuring equipment insights, upfitting trends, maintenance strategies, and workforce efficiency.

NEW



New markets. New editions.

Advert Specifications

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

New opportunities for your brand!

Advertising Opportunities

Credits

12

Display

Front Cover

8

Inside Front

7

Inside Back

7

TOC

6

2 Page Spread

4

Full Page

3

Half Page

2

Quarter Page

10

Back Cover

8

Issue Sponsor

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

World where crawler cranes and all-terrain giants often steal the spotlight, pick & carry cranes and industrial cranes are proving size doesn't always mean more. Compact, and nifty, these machines are the quiet levers of the lifting sector—essential forories, workshops, yards, and congested sites where mobility and maneuverability matter more than raw tonnage.

In manufacturing plants in Detroit to tide yards in Houston and urban jobsites pronto, 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 drivelines 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.

OZ LIFTING PRODUCTS

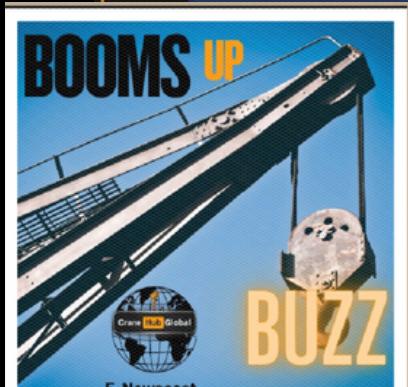
CELEBRATES 20 YEARS WITH GRAND OPENING OF EXPANDED WINONA FACILITY

Winona, MN October 7, 2025. OZ Lifting Products marked its 20th anniversary with the grand opening of its expanded Winona facility. The expansion represents a significant investment 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.

OZ AT A GLANCE

- Founded: 2004
- Employees: 50 (up from 25 in 2024)
- Serving 120+ countries
- 540 SKU's, 7 patents
- 100% tested in USA
- Industries: Construction, Utilities, Aerospace, Manufacturing, Oil & Gas, Marine, HVACR, Automotive, Military

34



BUILT OPS
PODCAST AND NEWSLETTER WITH ZACK PARNELL

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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 Tadano 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 desire to help. 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 come frequently to 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 – "like a broken bone" – whether in Ghana or Bilbao, Spain – all before global cell phones and GPS made travel predictable.

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 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.

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!

Crane Hub Global has 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



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

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

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

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

Display

2 Page Spread

3

Full Page

2

Half Page

1

Quarter Page

5

cover

6

Issue Sponser

E- Newscast

Display

Leaderboard

Credits

2 Issues

6

Top Full Banner

4

Middle Full Banner

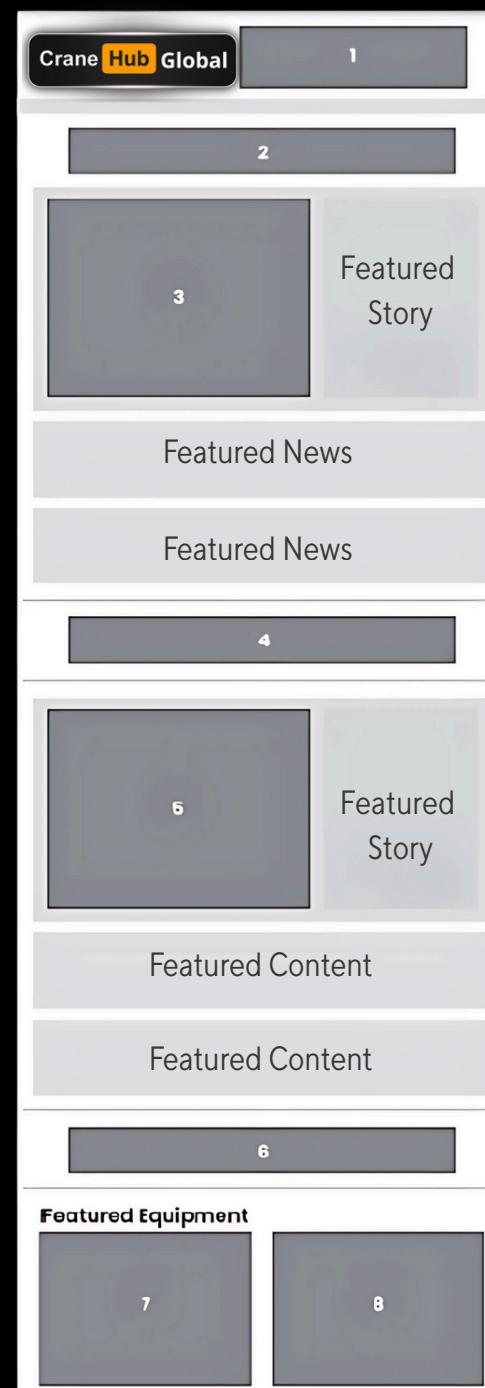
2

Bottom Full Banner

2

Equipment Listing

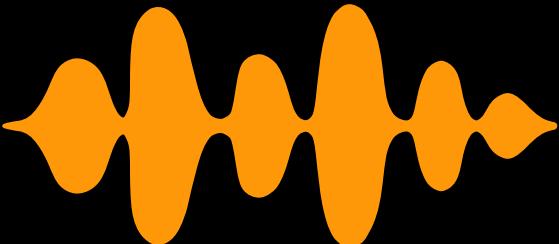
1



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

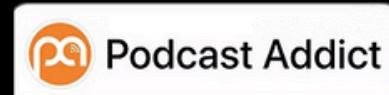
Big Bets: Cranes, AI, and Automation

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



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

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-Channel Social Post **1 credit**



Advertising Opportunities

ONLINE BANNERS	Display	Monthly Credits
Leaderboard ROS	Leaderboard ROS	8 Credits
Middle Banners Home Page	Middle Banners Home Page	6 Credits
Middle Banners Subpages	Middle Banners Subpages	4 Credits
Bottom Banners	Bottom Banners	3 Credits
Left Position 3	Left Position 3	3 Credits
Right Position 4	Right Position 4	2 Credits
Featured/Sponsored Videos	Featured/Sponsored Videos	3 Credits
Featured Website Article	Featured Website Article	2 Credits
Page Sponsor Home Page	Page Sponsor Home Page	7 Credits
Page Sponsor Subpages	Page Sponsor Subpages	5 Credits
Title Banners 1-4	Title Banners 1-4	3 Credits
Title Banners 5-8	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.

App | Website | Magazine

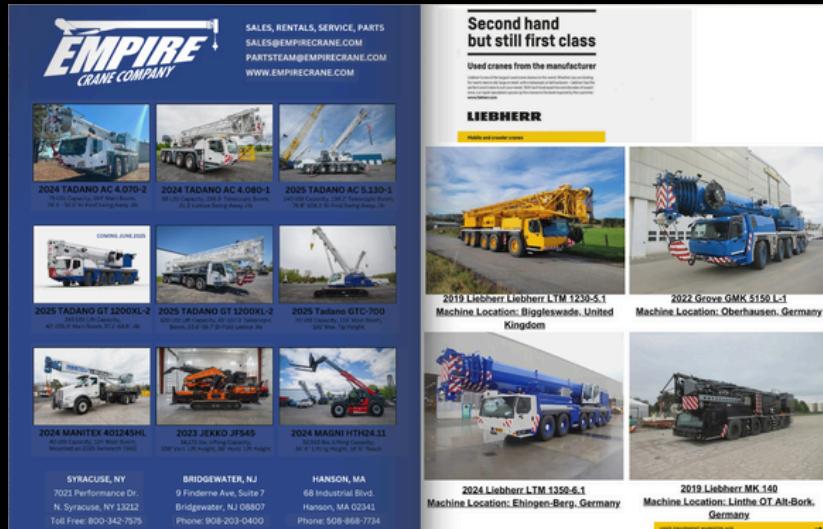
One hub. Every solution. Marketplace, magazine, and more – all digital



MARKETPLACE ADVERTISING

MARKETPLACE

MAGAZINE



Q1

January
Ad Close 1/6
Publish Date 1/8

April
Ad Close 3/31
Publish Date 4/2

July
Ad Close 7/2
Publish Date 6/30

October
Ad Close 9/29
Publish Date 10/1

February

Ad Close 2/3
Publish Date 2/5

May
Ad Close 5/5
Publish Date 5/7

August
Ad Close 8/6
Publish Date 8/4

November
Ad Close 11/3
Publish Date 11/5

March

Ad Close 3/3
Publish Date 3/5

June
Ad Close 6/2
Publish Date 6/4

September
Ad Close 9/1
Publish Date 9/3

December
Ad Close 12/1
Publish Date 12/3

NEW



CREDITS **DISPLAY**

10	FRONT COVER
8	BACK COVER
7	INSIDE FRONT/BACK
6	INSIDE FACING FRONT/BACK
6	TOC

CREDITS **DISPLAY**

5	2 PAGE FEATURE (1 CRANE)
5	FULL PAGE
5	COMPANY PROFILE
4	FULL PAGE FEATURE (1 CRANE)
3	HALF PAGE

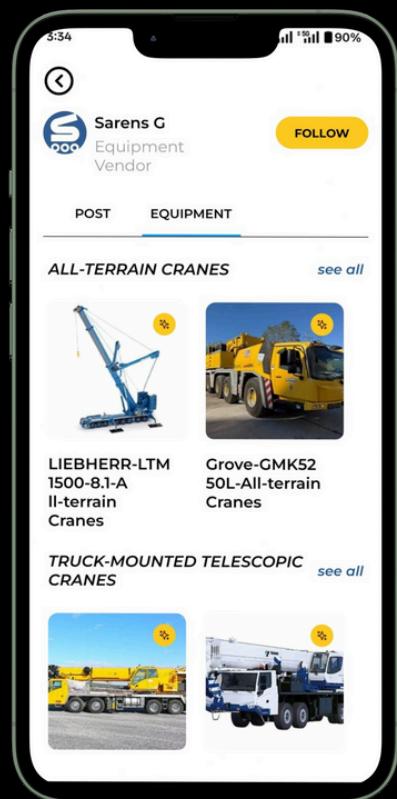
CREDITS **DISPLAY**

2	QUARTER PAGE
1	SINGLE LISTING

MARKETPLACE ADVERTISING

WEBSITE

APP

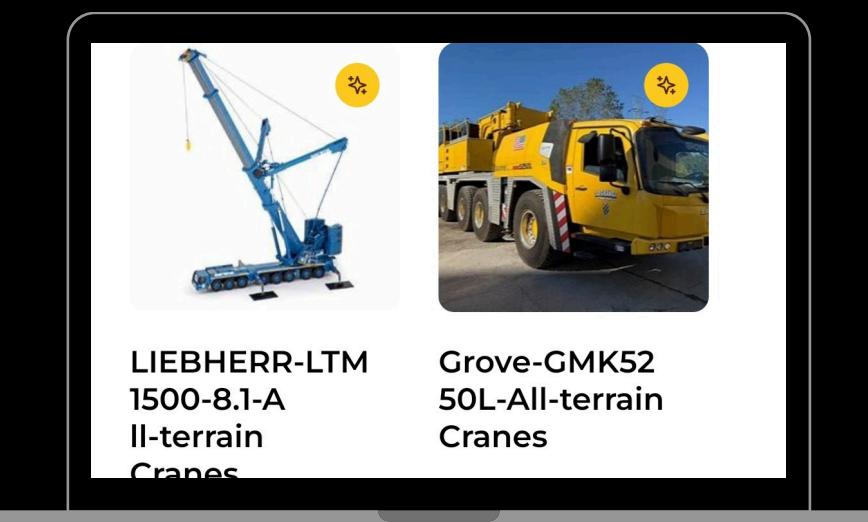


GLOBAL REACH. REAL RESULTS.

LISTING PRICING

Equipment for Sale/Rent - 1 Time	1 Until Sold	2 Until Sold	3 Until Sold
Website-App	\$250	\$500	\$600
Equipment for Sale/Rent - Monthly	1 Listing	2 Listings	3 Listings
Website-App	\$100	\$175	\$200
5 Listings	10 Listings	Unlimited Listings	
\$300	\$400	\$500	
Products, Parts & Accessories-Monthly	1 Listing	2 Listings	3 Listings
Website-App	\$100	\$175	\$200
5 Listings	10 Listings	Unlimited Listings	
\$300	\$400	\$500	

PRICING IN USD



LIEBHERR-LTM
1500-8.1-A
II-terrain
Cranes

Grove-GMK52
50L-All-terrain
Cranes

LISTINGS CAN EITHER BE ON
THE WEBSITE OR IN THE APP

MARKETPLACE ADVERTISING

WEBSITE

CONNECTING BUYERS AND SELLERS WORLDWIDE



DISPLAY

Service Listing Enhanced

Service Listing

Career Opportunities-Job Listing

Sponsored Job Listing

Page Sponsor

Leaderboard ROS

Middle Banner

Right Position 1

Right Position 2

Bottom Banner

DISPLAY

Page Sponsor

Leaderboard ROS

Middle Banner

Right Position 1

Right Position 2

Bottom Banner

CREDITS

Monthly

8 Credits

6 Credits

4 Credits

3 Credits

2 Credits

5 Credits

CREDITS

Monthly

6 Credits

3 Credits

1 Credit

3 Credits

6 Credits

5 Credits

3 Credits

2 Credits

1 Credit

4 Credits



MARKETPLACE ADVERTISING

APP

BANNER ADS

6 ROTATING SLOTS| SCREENS ON ALL SECTIONS| ADS ROTATE ON ALL PAGES

New Equipment
Top

\$900

New Equipment 2nd

\$800

New Equipment 3rd

\$700

New Equipment
Bottom

\$600

Used Equipment
Top

\$800

Used Equipment 2nd

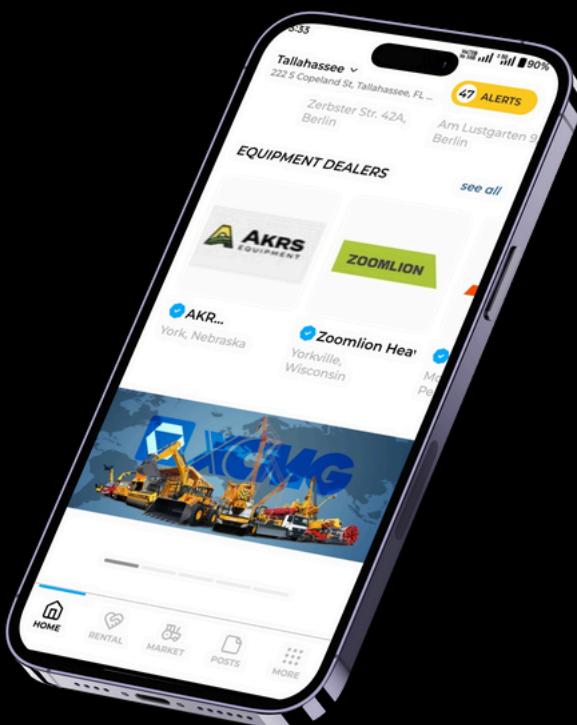
\$700

Used Equipment 3rd

\$600

Used Equipment
Bottom

\$500



MONTHLY PRICING USD



SHOW CASE YOUR COMPANY NEWS & CONTENT

FREELANCERS

CERTIFIED OPERATORS

RENTAL COMPANIES

DEALERS

OEMS

TRAINING CENTERS

SPONSORS

Professional

\$19/MO
USD

Business

\$79/MO
USD

Enterprise

\$199/MO
USD

POST UPDATES

UNLIMITED FOLLOWS

JOB ALERTS

REACTIONS

PLUS

COMPANY PROFILE
CONTENT PROMOTION

PLUS

SPONSORED CONTENT
ANALYTICS
LEADS
PRESS RELEASE SYNDICATION



MONTHLY ADD ON



Expert Support

Our team of seasoned professionals provides comprehensive support, from equipment financing to transport, ensuring a seamless auction experience from start to finish.

60 Day

\$600 USD

30 Day

\$800 USD

15 Day

\$1350 USD

Safety

Prioritizing safety is non-negotiable. All the machinery undergoes rigorous inspections and adheres to strict standards, providing peace of mind in every transaction.

Transparency

Utilizing our Valuation data, we provide a comprehensive system for both sellers & buyers with global equipment values. We have the most accurate pricing model worldwide.



Level up your Brand CraneLife.com

Creation of Print or Digital Sales & Marketing Collateral Also Available

Graphic Design Services

Logo, Business Cards, Social Media, Video, Marketing Collateral & Advert Creation services

Website Design & Development

Custom Websites to drive growth, increase conversions, and boost revenue

Professional Copywriting

Providing expert copy writing services to enhance your companies messaging

Partner with our trusted video experts to craft a compelling photography or video that showcases your company, product or service. Then, leverage our social media following to maximize its reach and impact !

Public Relations or Social Listening

Our public relations specialists enhance your businesses public image through strategic communication, relationship building, and proactive management of information and events

SEO or SEM Services

Improving your website's visibility and ranking on search engines to attract more organic traffic

Social Media Content Creation

Developing engaging content and strategic messaging for optimal engagement and increased Reach

DIGITAL ADVERTISING

Powered By

CRANE life

From content to campaigns, CraneLife powers the crane and heavy equipment industry with marketing built to move business forward

	Single	12	24	50
Static Omni Channel Social Post	1 Credit	11 Credits	20 Credits	35 Credits
Custom Brand Video	Inquire			
Website Article w/ Static Omni-Channel Social Post With Links & Tagging				
Client Provided Images	600—800 words, 1-2 images		4 Credits	
Custom Created Images	800—1,200 words, 2-4 images		5 Credits	
Collaborate with our creative team to craft a unique story that promotes your brand. Automatically featured on the website in the Must Read Crane Industry News Section.				
Website Article w/ Omni- Channel Social Post With Video, Links & Tagging				
Client Provided Video	600—800 words, 1-2 images		6 Credits	
Custom Video	800—1,200 words, 2-4 images		8 Credits	
Advertorial Content. Featured on the website in the Latest Crane Industry News Section.				
Omni-Channel Social Post With Press Release, News or Story				
Top Crane Indusry News	800—1,2000 words, 2-4 images or Video	12 Credits		
Featured in a prime sponsored spot on our website for 30 days, then archived for continued visibility. Includes two promoted Omni-Channel social posts .				
Event Package Inquire				
Boost Your Event or Trade Show Exposure Backed by Crane Hub's Social Media Following with Our Event Package!				
Targeted Campaigns: From driving registrations to highlighting your event agenda and keeping attendees engaged before, during & afterward, our Digital Event Package is designed to fit your unique objectives.				
Versatile Choices: Mix and match Crane Hub Magazine Adverts, Website Banner ads, Magazine Editorial & Website Articles, and targeted email campaigns to build a powerful event promotion plan.				



DIGITAL SERVICES		
Marketing & Sales Collateral	Inquire	
GEO Targeting	Inquire	
E-Cast	2 credits per send	
Public Relations / Social Listening	\$225/HR	
Social Media Content Creation	\$95/HR	
Copy Writing	\$75/HR	
Graphic Design	\$90/HR	
Photography or Videography	\$375/HR	

Driving Visibility and Growth Across the Crane Market.

E-Cast Campaigns

Powered By: **Crane Hub Global**



Our E-Cast Campaigns provide a powerful opportunity to reach a targeted and highly responsive audience.

Detailed reporting included, including: Delivery, Open and Click-Through Rates

Per E-Cast

**2
CREDITS**

Budget Control

Omni-Channel Social Post

Included

Content Recommendations

Copywriting Included

Monthly Reporting

4 E-Casts

**6
CREDITS**

2 Rargeted social posts

included

Design Included

Copywriting Included

Monthly Reporting

12 E-Casts

**15
CREDITS**

2 Rargeted social posts

included

Content Recommendations

Design Included

Copywriting Included

Monthly Reporting

Fueling Conversions Effortlessly

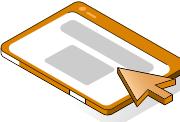


90 Day Brand Campaign Package



Month 1 Amplify your Presence

- Bi-Weekly E-Cast Campaigns
- Weekly Omni Channel Social Post
- 2 Page Magazine Editorial Feature
- Full Page Magazine Advert



Month 2 Grow Your Reach

- Bi-Weekly E-Cast Campaigns
- Bi-Weekly Omni Channel Social Post
- 2 Website Articles Featured in our Top Crane Industry News Section w/ Omni Channel Social Post
- Full Page Magazine Advert



Month 3 Increase Engagement

- Bi-Weekly E-Cast Campaigns
- Weekly Omni Channel Social Post
- Website Homepage Banner
- 1 Website Article Featured in our Must Read News Section w/ Omni-Channel Social Post
- Full Page Advert

BRAND GROWTH AND DEVELOPMENT

A TAILORED APPROACH TO BOOST YOUR BUSINESS IN 90 DAYS

28 Credits Per MO - 3 Months



Business Development Half Day Consult

\$3,800.00 USD

- Four-hour strategy session with your team to define and focus your business strategy. Custom, bespoke plan based on your needs.
- 7-Day Preparation Period via email correspondence.
- Delivery includes an immediate strategic punch list, a list of blind spots & opportunities, and an actionable for the next two quarters.

Business Development Advisor

\$325.00 USD /Hour

Designing & Implementing strategic plans customized to your company's goals for achieving scalable growth. Available up to 15 hours a month. 3 month minimum contract required.

Lead Generation & Tracking Package

\$5,500.00 USD

Cutting-edge Lead Generation, Including Marketing Qualified Lead (MQL), Sales Qualified Lead (SQL), Product Qualified Lead (PQL). Includes lead Scoring, lead Evaluation, Sales Strategy & Lead Tracking . Price per month. 3 month minimum contract is required.



Info@cranelife.com



EVENT PACKAGE

LEARN MORE



Boost Your Exposure & Leverage our 160K+ Social Media Followers

TARGETED CAMPAIGNS

- DRIVE REGISTRATIONS
- HIGHLIGHT YOUR EVENT
- BOOST YOUR TRADE SHOW EXPOSURE
- HIGHLIGHT YOUR EVENT'S AGENDA
- KEEP YOUR ATTENDEES ENGAGED BEFORE, DURING & AFTER

VERSATILE CHOICES

- MIX & MATCH CRANE HUB MAGAZINE ADVERTS & WEBSITE BANNERS
- TARGETED EMAIL CAMPAIGNS
- MIX & MATCH CRANE HUB MAGAZINE EDITORIAL & WEBSITE ARTICLES
- UTILIZE CRANE HUB'S SOCIAL MEDIA REACH

PERSONALIZED SOLUTIONS

- UTILIZE A TAILOR MADE SOCIAL MEDIA CAMPAIGN TO BOOST YOUR EXPOSURE
- MAXIMIZE YOUR REACH AND ENGAGEMENT
- UNIQUE CURATED MARKETING & SALES COLLATERAL FOR YOUR TARGET AUDIENCE
- CONVERT MORE CUSTOMERS

Utilize Our Credit System & Maximize Your ROI



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