

The Lift Point Podcast
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 Lift Point Podcast

We are the crane, lifting, and specialized transport industry's largest all-digital media platform.

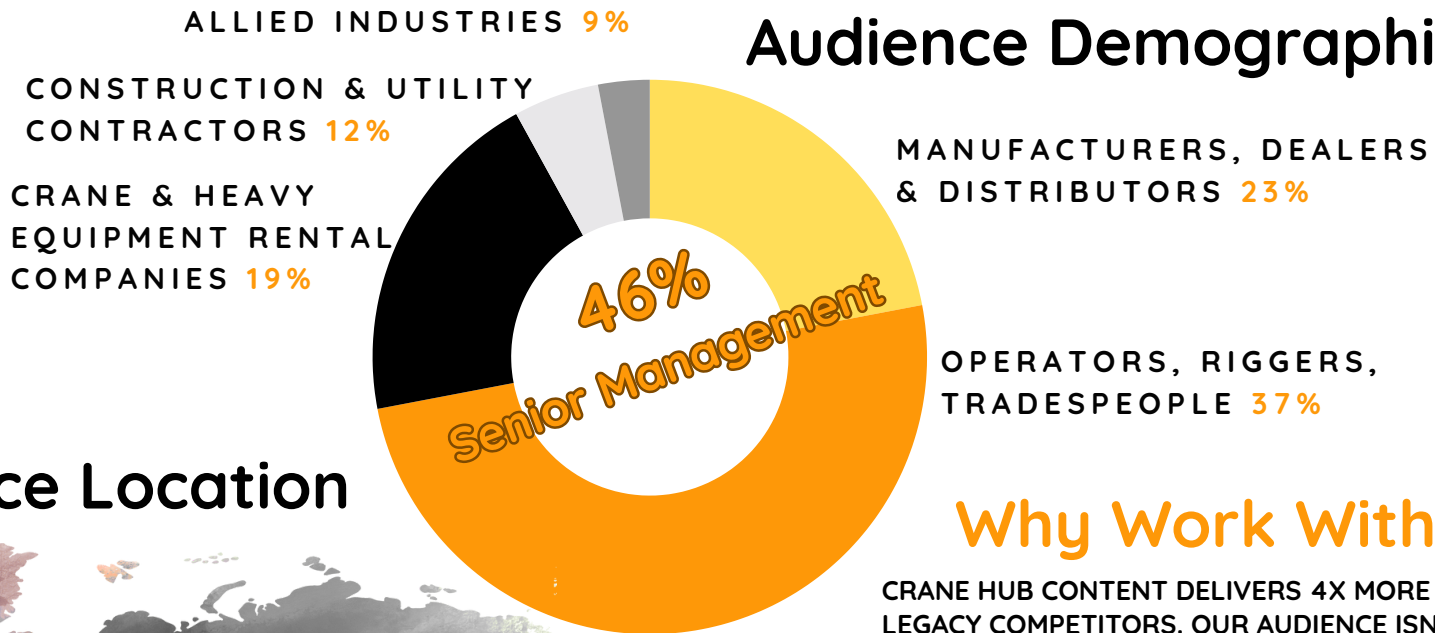
With a global, verified audience and 100% organic growth, we deliver 4X more engagement than legacy competitors.



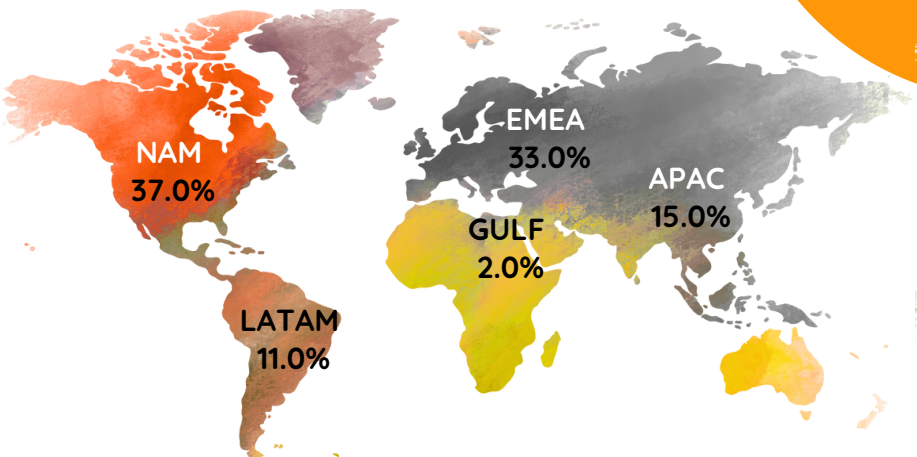
The Result:

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

REACH

5K+
GLOBAL
SUBSCRIBERS

160K+
SOCIAL MEDIA
FOLLOWERS

PODCAST STATS

450+
AVG DOWNLOADS
PER EPISODE

70%
AVG LISTENING
DURATION

80%
COMPLETION
RATE

15%
MOM GROWTH

Grow Your Brand, Amplify Your Reach!



54k +



54k +



42k +

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

Targeted Reach: Connect directly with crane owners, operators, OEMs, contractors, and decision-makers in the lifting industry.

Global Audience: Expanding listenership across North America, LATAM, Europe, Asia, and Africa.

Multi-Channel Exposure: Sponsorship amplified through the podcast, Crane Hub Magazine, website, newsletters, and social platforms.

Thought Leadership Positioning: Showcase your brand as an innovator in safety, technology, and lifting excellence.

High-Value Niche: Align with a specialized, loyal audience that mainstream media doesn't reach.

Growth Momentum: Be part of a new, fast-growing media platform within the trusted Crane Hub Global network.

Credits can be used for all Services.

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

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-Cannel Social Post **1 credit**



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

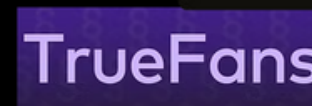
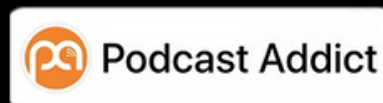
Big Bets: Cranes, AI, and Automation

Air Date 11/25

OEMs on 2026: Vision Statements from the Field

Air Date 12/16

Now streaming across all your favorite podcast platforms



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!