

Crane **Hub** Global

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



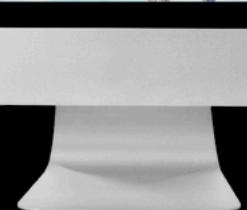
# SOCIAL MEDIA & COMMUNITY MEDIAPACK 2026



Now Available  2025 Media Kit Now Available  2025 Media Kit Now Available



NEW  
APP



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



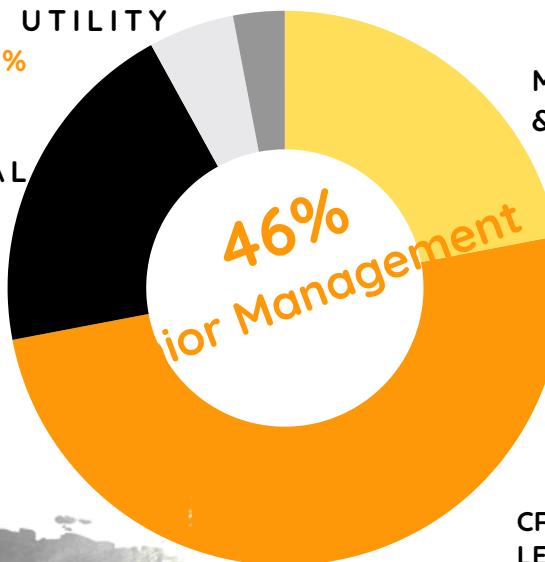
## The Result:

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

ALLIED INDUSTRIES 9%

CONSTRUCTION & UTILITY CONTRACTORS 12%

CRANE & HEAVY EQUIPMENT RENTAL COMPANIES 19%

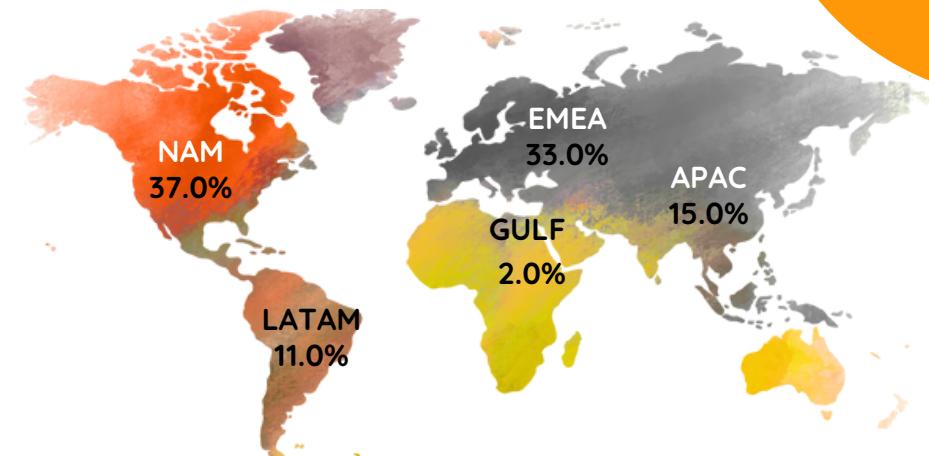


## Audience Demographics

MANUFACTURERS, DEALERS & DISTRIBUTORS 23%

OPERATORS, RIGGERS, TRADESPEOPLE 37%

## 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  
160K+  
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!



57k +



54k +



42k +

# 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 +



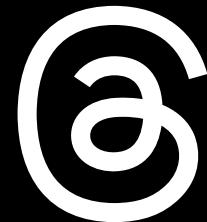
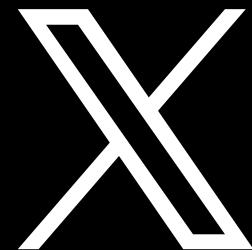
54k +



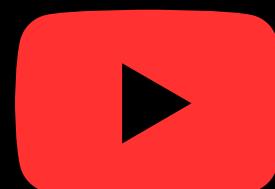
42k +



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.



Crane Hub Global App

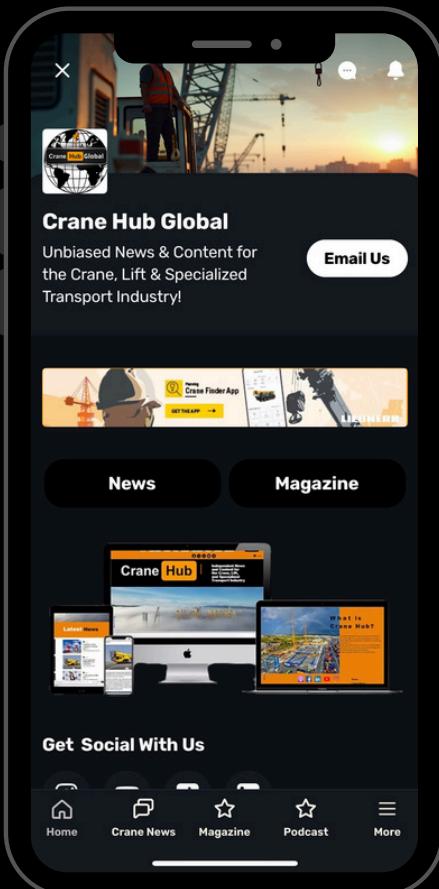


NEW!

## The World's Crane Community, in Your Pocket.

What You'll Find Inside:

- 📰 **Unbiased News:** Industry updates, insights, and reports with no spin.
- 📘 **Crane Hub Magazine & Mini Mag:** Full editions and quick reads for busy pros.
- 💻 **Booms Up Buzz E-Newscast:** Fast, visual updates on what's trending in cranes.
- 🎙 **The Lift Point Podcast:** Expert stories and global industry voices.
- 👕 **Crane Hub Swag:** Branded gear designed for crane professionals.
- 🌐 **Community Groups:** Connect with operators, OEMs, dealers, and leaders worldwide.



Whether you're an operator, manufacturer, dealer, or enthusiast, Crane Hub Global is your trusted connection to everything happening in the lifting industry.

### No suits. No fluff. Just grit, gear, and greatness.

Blue Collar Bad Asses is the ultimate gathering space for the tradespeople who keep the world moving – crane operators, riggers, welders, mechanics, truckers, and heavy-equipment pros who live and work by muscle, steel, and skill.

This group isn't just about hard hats and high lifts – it's a spotlight on the everyday legends of the blue-collar world. Whether you're dropping booms, running machines, hauling loads, or grinding steel, this is your crew.

- Share jobsite wins & war stories
- Post gear, tools, and shop hacks
- Get shout-outs for serious skill
- Network with other badass tradespeople

Discover industry news, events & Crane Hub exclusives

Welcome to the side of social media that smells like diesel, runs on coffee, and never backs down. **You're not just building things – you're building legacy.**

Available on the  
App Store

Crane **Hub** Global App

Get it on  
Google play

NEW!

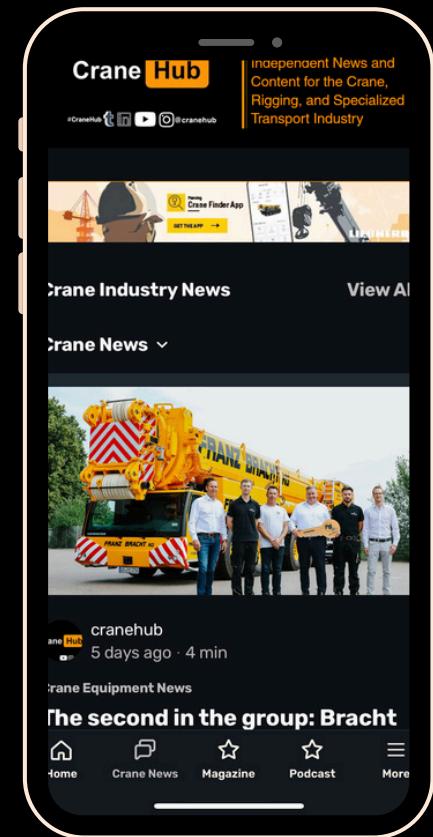
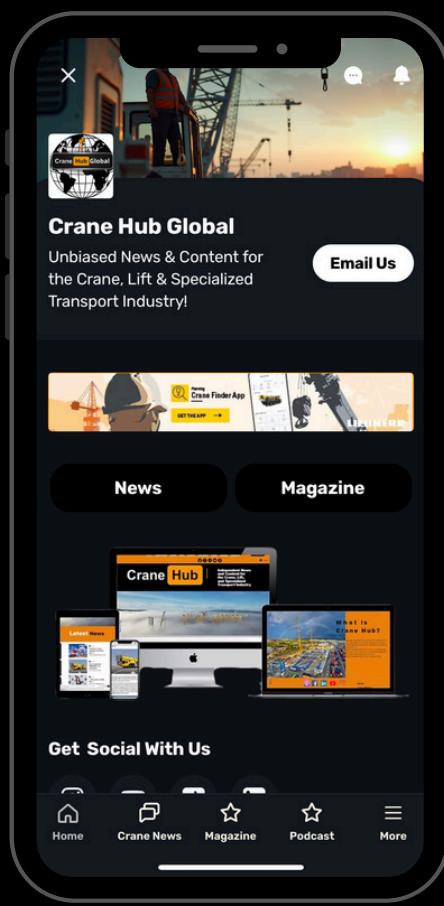
The World's Crane Community, in Your Pocket.

## Display

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

## Credits

4  
7  
8  
2  
10  
12  
6



One Hub. One Global Community.

## 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



NEW APP

## Monthly Impressions

40K Page Sponsor Sub

30K Middle Banner Sub

15K Left Position

15K Right Position

20K featured Content

70K Home Page Sponsor

50K Leaderboard ROS

40K Home Middle Banner

10K Bottom Banners

20K Title Banners



- 1 Leaderboard ROS
- 2 Middle Banner
- 3 Featured Video Content
- 4 Right Position
- 5 Featured Website Article
- 6 Page Sponsors

**Targeted Ad Opportunities:** Our website provides multiple advertising positions, not only on the homepage but throughout all subpages, enabling you to place your message exactly where it will have the greatest impact.

**Geo-Targeted Ads for Precision Reach:** Connect with your audience exactly where it counts using our advanced geo-targeting features. Whether you want to hone in on specific regions, states, or even cities, our geo-targeted ads guarantee that your message reaches the right people in the right locations.



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