

Crane **Hub** Global

SOCIAL MEDIA & COMMUNITY MEDIAPACK 2026

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:

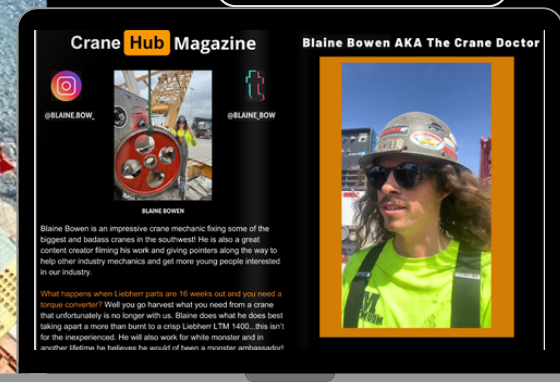
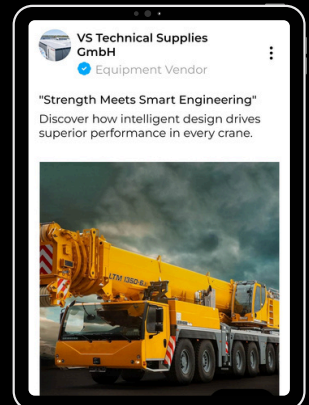
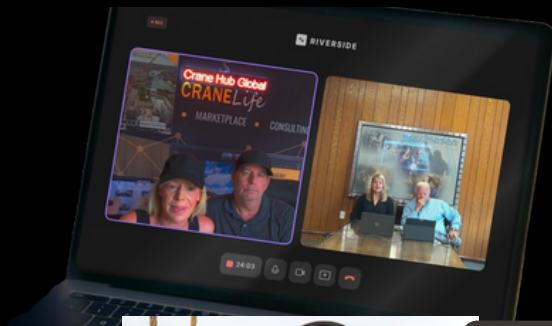
Website & App- your Hub for unbiased News & Community

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

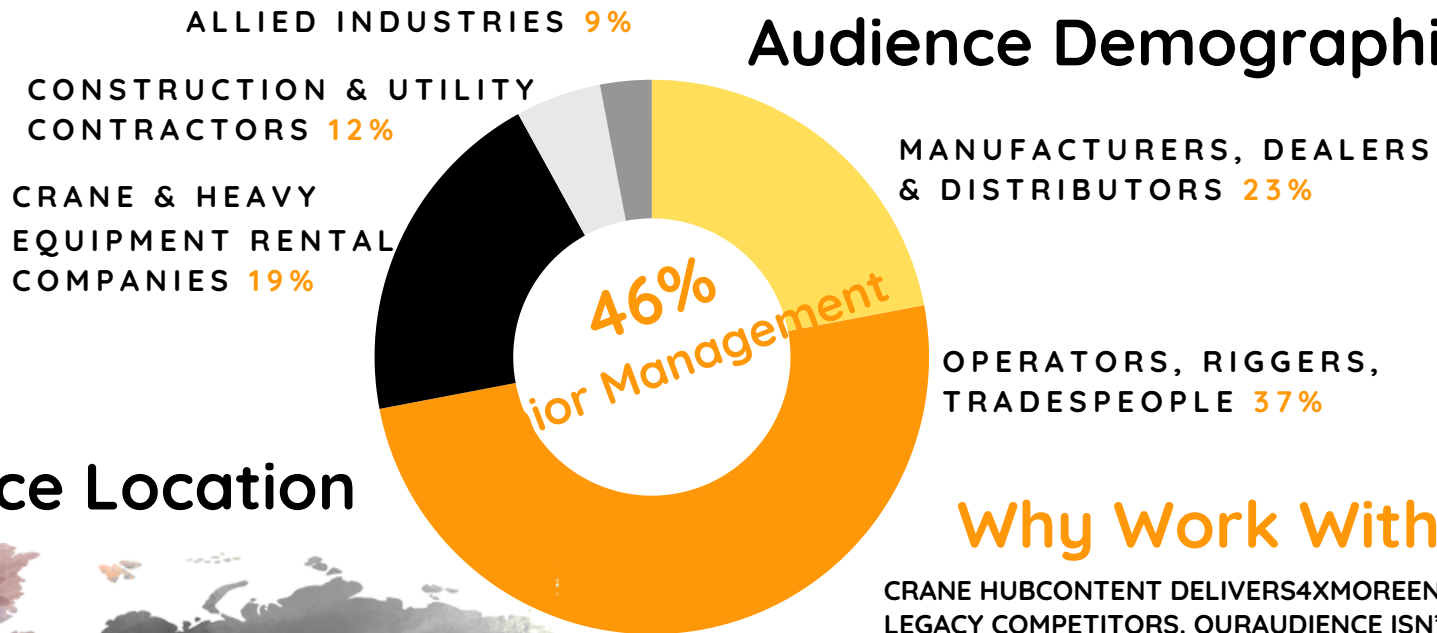
The Lift Point Podcast - elevating the industry's voices



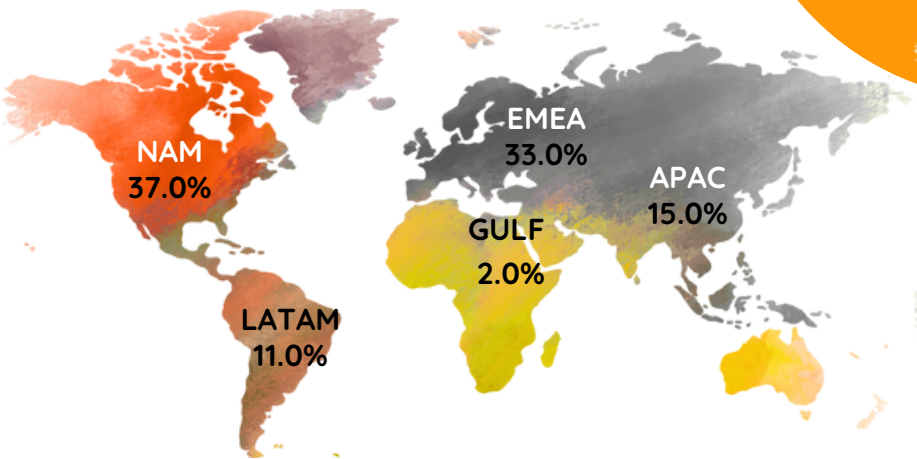
The Result:

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

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

Grow Your Brand, Amplify Your Reach!



57k +



54k +



42k +

TikTok

REACH

200K+

GLOBAL
AUDIENCE

160K+

SOCIAL MEDIA
FOLLOWERS

MAGAZINE STATS

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.

Crane **Hub** Global

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.



Crane **Hub** Global

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



YouTube

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

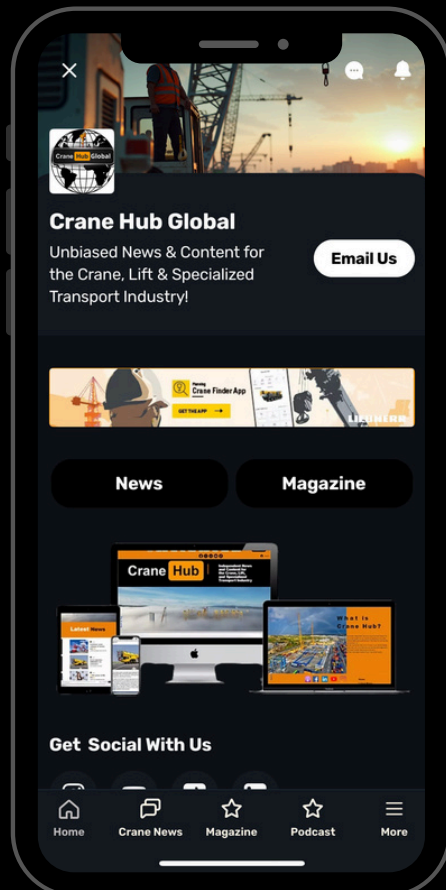


NEW!

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.



Crane **Hub** Global App



NEW!

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Display

Credits

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

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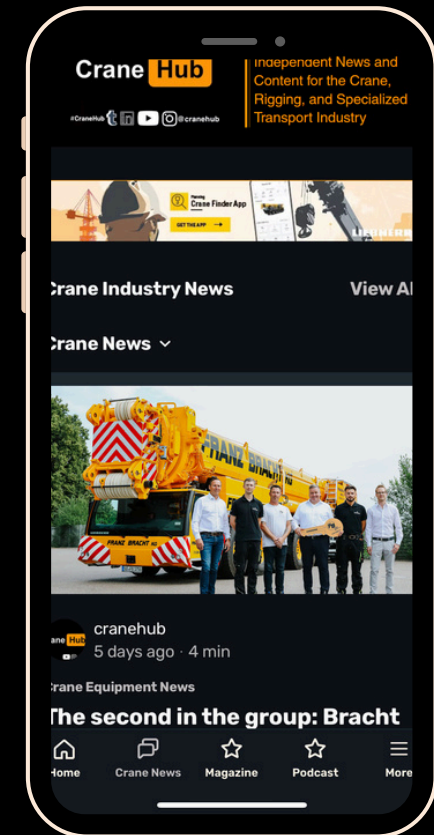
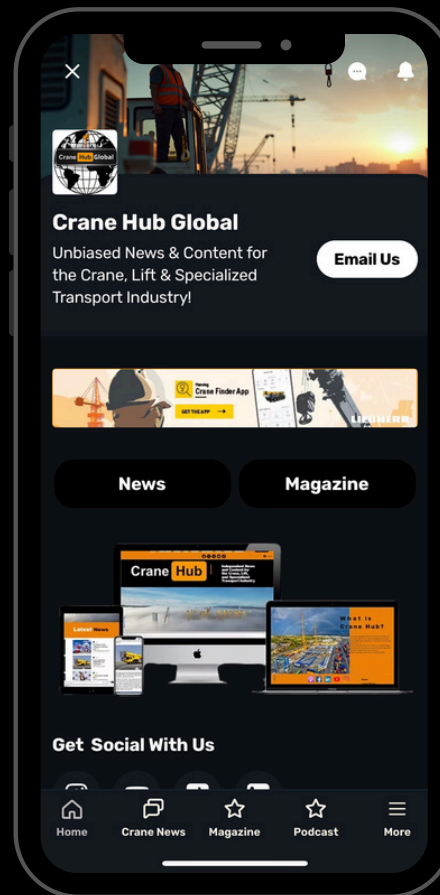
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One Hub. One Global Community.

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!