

2025 Media Kit

Crane Hub

Global

Crane Hub

Magazine

Contact

Info@CraneHub.net

(480) 808-0016

Global Reach, Local Impact – Powered by Our Growing Social Community

130K+

Global Audience Reach

28K+

Verified Distribution

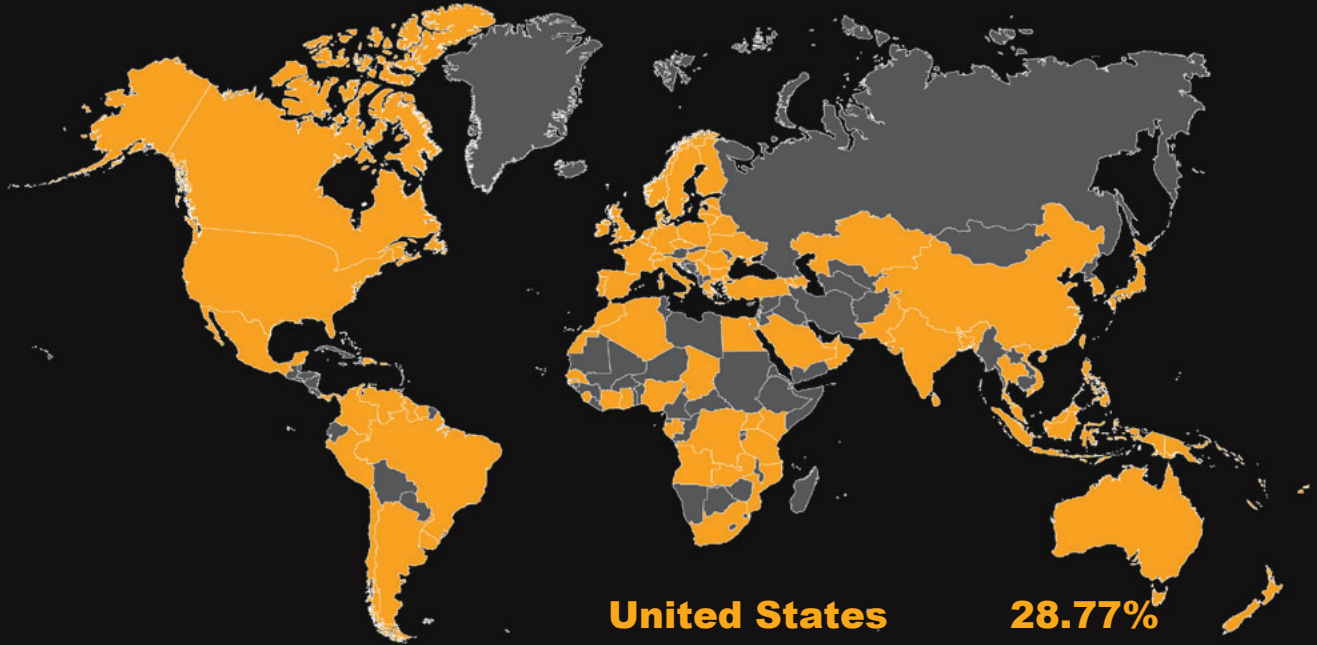
Crane Hub Magazine

38%

Open Rate

24%

Click-to-Open Rate



Audience Geo-location

United States	28.77%
Europe	27.45%
United Kingdom	16.45%
Canada	11.28%
The Netherlands	2.95%
Australia	2.34%
Asia	6.85%
Africa	3.91%

SOCIAL STATS

12

Issues Per Year



46K+



37K+



51k+

100k

Monthly Page Views

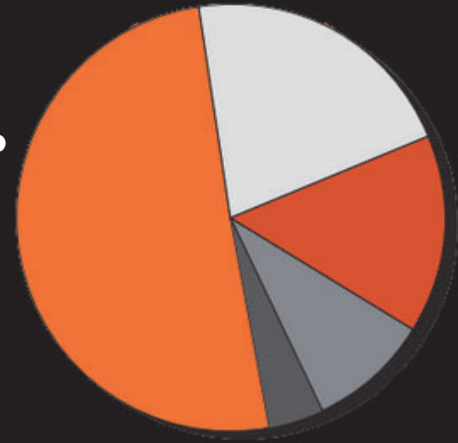
Crane

Hub

Audience Demographics

Job Type

- Allied Industries 9%
- Crane & Heavy Equipment Rental Companies 19%
- Manufacturers, Dealers & Distributers 23%
- Construction & Utility Contractors 12%
- Operators, Riggers, Tradespeople 37%



Business Type

- 47% MOBILE CRANES
- 38% CRAWLER CRANES
- 32% SPECIALIZED TRANSPORT/SPMTS/ HEAVY HAUL
- 26% LIFT PLANNING AND/OR ENGINEERING
- 24% RIGGING PRODUCTS OR SERVICES
- 23% FLEET MANAGEMENT
- 22% TOWER CRANES
- 20% GANTRIE CRANES AND/OR SPECIALIZED LIFTING
- 18% EQUIPMENT FINANCE/LEASING
- 19% SAFETY & TRAINING
- 15% RISK MANAGEMENT/INSURANCE
- 14% AFTERMARKET PARTS AND/OR CRANE REPAIR & REFURBISHMENT

78% INVOLVED IN ONE OR MORE BUSINESS



Credit Packages

24 Credits

\$5,000.00 USD

48 Credits

\$10,000.00 USD

Omni - Channel Social Media Posts

- Post: Static Image w/ links & tagging
- Post: Video w/ links & tagging
- Video or Static Image Post & Press Release, News or Story w/ links & tagging

Credits can be used for Omnichannel Social Media Postings, Website Content Distribution or Magazine Content Distribution

The credits at any time at your discretion and do not expire.

Omni-Channel Social Media Content Distribution

1 Credit = 1 Omni-Channel Social Media Post. With Static Image or Video & Linking & Tagging*

3 Credits = 1 Omni-Channel Social Media Post with Static Image or Video and Featured Website Editorial up to 800 Words, 1-2 Images or Video. Includes Links on Editorial Article, Plus Linking & Tagging on Omni-Channel Social Media Post*

**Client Provided Content*

10 Credits = 2 Omni-Channel Social Media Post with Static Image or Video and Featured Website Editorial up to 800 Words, 1-2 Images or Video. Includes Links on Editorial Article, Plus Linking & Tagging on Omni-Channel Social Media Post, *Content Created by Crane Hub.*

Magazine Content Distribution

5 Credits = 1 Full Page advert

10 Credits = 2 Full Pages: Advert, Editorial or Equipment listing

15 Credits = 3 full pages: 1 Full Page Advert with 2 Page Editorial Spread or 2 Page Equipment Listing Spread

20 Credits = 4 full Pages: 1 Full Page advert, with 1 Page Editorial & 2 Page Equipment or Product Listing Spread or 1 Full Page Advert, 2 Page Editorial Spread & 1 Page Equipment or Product Listing

Website Content Distribution

5 Credits = Sponsored Content Advertorial Featured on Either Our **Latest Crane Industry News** or **Must Read Crane Industry News** Section, 600-800 Words 1-2 Images or Video. Includes One Omni-Channel Social Media Posts. Client-Provided Content.

8 Credits = Sponsored Content Advertorial Featured editorial on our **Top Crane Industry News** Section, 800 -1200 Words 2-4 Images, Includes Two Omni-Channel Social Media Posts.

Client Provided Content or Content Created by Crane Hub .

Direct 1(630)418-4021 Office 1(480)808-0016

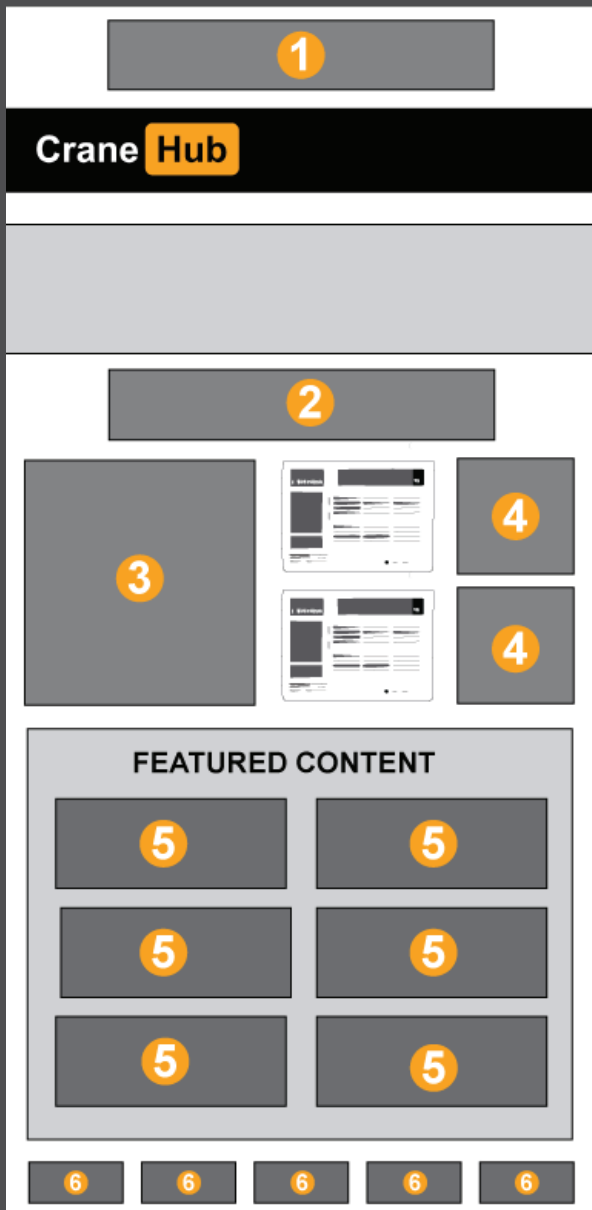
E-Mail Meagan@CraneHub.net

Social Media Content & Editorial Contact

Meagan Wood

WEBSITE ADVERTISING

ONLINE BANNERS	Monthly	Weekly	
	Leaderboard ROS	\$800	\$250
	Middle Banners Home Page	\$700	\$200
	Middle Banners Subpages	\$600	\$175
	Bottom Banners	\$575	\$150
	Left Position 3	\$450	\$175
	Right Position 4	\$325	\$150
	Featured/Sponsored Videos	\$500	\$400
	Featured Content	\$500	\$250
	Page Sponsor Home Page	\$1,500	\$400
	Page Sponsor Subpages	\$1,000	\$300
Title Banners 1-4	\$500	\$150	
Title Banners 5-8	\$400	\$150	



- 1 Leaderboard ROS
- 2 Middle Banner
- 3 Featured Content
- 4 Right Position
- 5 Featured Content
- 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.

TIER 1 PACKAGE

Includes

- Front Cover
- 4 Full Page Feature Story Spread. Includes up to 6 Images or 4 Images & 2 Videos.
- One Priority Page Full Page Advert
- 1 Omni-Channel Social Media Post.

1 ISSUE
\$7,500.00 USD

3 ISSUES
\$6,500.00 USD/EA

TIER 2 PACKAGE

Includes

- Issue Sponsor Page
- 1 Priority Full Page Advert
- Spotlight Article. Includes up to 1200 Words, 4 Images or 2 Images & 1 Video.
- 1 Omni-Channel Social Media Post.

1 ISSUE
\$5,500.00 USD

3 ISSUES
\$4,500.00 USD/EA

BASIC PACKAGE

Includes

- 1 Full Page Advert
- Spotlight Article. Includes up to 800 Words, 2 Images or 1 Image & 1 Video.
- 1 Omni-Channel Social Media Post.

1 ISSUE
\$3,500.00 USD

3 ISSUES
\$3,000.00 USD/EA

6 ISSUES
\$2,500.00 USD/EA

IN DEPTH CONTENT BUCKETS

- Legislation and Standards
- Safety and Training
- Controls, Software, LMI
- Business Issues
- Maintenance
- Transportation
- Inspection
- Auctions

- All-Terrain Cranes
- Rough-Terrain Cranes
- Lattice-Boom Crawler Cranes
- Teleboom Crawler Cranes
- Boom Trucks
- Truck Cranes
- Knuckleboom Cranes







- Mini Cranes
- Tower Cranes
- Self Erectors
- Carry-Deck Industrial Cranes
- New Technology
- Attachments
- Pads and Mats
- Applications
- Rigging

MAGAZINE ADVERTISING

PRIORITY		1	3	6	12
	Front Cover	\$5,000	\$4,500		
	Inside Cover	\$3,000	\$2,750	\$2,500	\$2,250
	Inside Back	\$2,750	\$2,500	\$2,250	\$2,000
	TOC Facing	\$3,000	\$2,750	\$2,500	\$2,250
	Two Page Spread	\$4,500	\$4,000	\$3,500	\$3,000
	Full Page	\$2,500	\$2,400	\$2,200	\$2,000
	Half Page	\$1,750	\$1,650	\$1,500	\$1,250
	Quarter Page	\$1,400	\$1,300	\$1,200	\$1,000
	Back Cover	\$3,750	\$3,500		
Issue Sponsor*	\$3,000	\$2,750	*Requires 1 Full Page Advert		

DIRECTORY		1	3	6	12
	Two Page Spread	\$2,400	\$2,200	\$2,000	\$1,800
	Full Page	\$1,200	\$1,100	\$1,000	\$900
	Half Page	\$750	\$700	\$650	\$600
	Quarter Page	\$400	\$350	\$300	\$270
Dealer Locator	*Requires Annual Commitment per MFG			\$1,500	

SPECIFICATIONS

<p>Front and Back Cover Live Area: 7.37" x 10.12"</p> 	<p>Half Page Vertical 57mm W x 251mm H (2.250in W x 9.875in H)</p> 
<p>Full Page 200mm W x 273mm H (7.875in W x 10.75in H)</p> 	<p>Half Page Horizontal 180mm W x 118mm H (7.062in W x 4.625in H)</p> 
<p>Two Page Spread 400mm W x 273mm H (15.75in W x 10.75in H)</p> 	<p>Quarter Page 86mm W x 118mm H (3.375in W x 4.625in H)</p> 

Bleed Size

Please add 0.125in (3mm) bleed to all edges of full page and DPS ad sizes.

Color

CMYK Only
Do Not Use RGB
or spot color

Digital Benefits

Interactive rich media allowing advertisers to include live links, photos and videos

Delivered & Available Immediately

EDITORIAL CALENDAR

EVENTS

JANUARY

World of Concrete,
Jan 21-23, Las Vegas, NV

American Rental Association,
Jan 28-30, Las Vegas, NV

AD CLOSE: **DEC 27**

MAIL DATE: **DEC 30**

- Industry Spotlight - Mega Cranes
- Technology Report - Drones and Load Securement
- Guide - Industry Standards and Regulations
- Crane Inspections - Service Cranes & Mechanics Trucks

- World of Concrete Preview
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

FEBRUARY

SC&RA Transportation Symposium,
Feb 18-20, Charlotte, NC

AD CLOSE: **JAN 24**

MAIL DATE: **JAN 27**

- Industry Spotlight - Specialized Transport - SPMTs
- Technology Report -Transportation and Remote Controls
- Guide - Crane and Lift Insurance
- Life of a Crane Operator

- SC&RA Symposium Preview
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

MARCH

World of Asphalt,
March 25-27, St Louis MO

AD CLOSE: **FEB 21**

MAIL DATE: **FEB 24**

- Industry Spotlight - All Terrain Cranes
- Technology Report - European Engineering
- Guide - OSHA Rules and Regs
- Women in Crane Industry
- Bauma Preview

- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

APRIL

AWRF Spring Meeting & PIE,
April 6-9, Denver, CO

bauma,
April 7-13, Munich Germany

SC&RA Annual Conference,
April 21-25, Phoenix, AZ

AD CLOSE: **MAR 21**

MAIL DATE: **MAR 24**

- Industry Spotlight - Rough Terrain Cranes
- Technology Report - Drive Train and Electric for Cranes
- Guide -Training/Education
- Heart and Soul of the Crane Companies - Dispatch

- Bauma Show Edition
- SC&RA Annual Edition
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

MAY

AD CLOSE: **APRIL 25**

MAIL DATE: **APRIL 28**

- Industry Spotlight - Electric Cranes
- Technology Report - On the Hook Technology
- Guide - Infrastructure Projects Worldwide
- Overhead Crane and Gantry People
- Bauma Show Review

- CCRA Conf. Preview
- EUFMC Preview
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

JUNE

EUFMC,
June 1-4, Williamsburg, VA

Canadian Crane Rental Assoc.,
June 3-5, Edmonton, AB, Canada

International Tower Crane Conference
June 3&4, Rome, Italy

AD CLOSE: **MAY 23**

MAIL DATE: **MAY 26**

- Industry Spotlight - Tower Cranes Worldwide
- Technology Report - LMI/RCLs/Operator Aids
- Guide - Crane Industry Standards and Regulations
- Riggers - The people who hook the load
- SC&RA Annual Conference Review

- Summer Crane Work
- Bauma Show Edition
- SC&RA Annual Edition
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

JULY

AD CLOSE: **JULY 20**

MAIL DATE: **JUNE 23**

- Industry Spotlight - Bridge Cranes
- Technology Report - Fleet Utilization and Tracking
- Guide - Unions and Apprenticeships
- What it takes to run a crane company
- Current State of Leasing and Financing

- Crane pricing and lead times
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

EDITORIAL CALENDAR

EVENTS

AUGUST

AD CLOSE: JULY 18

MAIL DATE: JULY 21

- Industry Spotlight - Marine and Port Crane Exclusive
- Technology Report - Connecting the Disconnect between Parts and Equipment
- Guide - Lift Planning Tech
- Crane Technicians - Fix when you Fail
- Auction Prices for Cranes
- New Models projected for 2026
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

SEPTEMBER

AD CLOSE: AUG 22

MAIL DATE: AUG 25

Vertikal Days

September 10-11, Nottinghamshire, United Kingdom

SC&RA Crane & Rigging Workshop,
Sept. 23-25, Indianapolis, IN

- Industry Spotlight - Crawler Cranes
- Technology Report - Dealer Websites and Lead Generation
- Guide - Heavy Haul Trailer Trends and Technologies
- Who is Responsible for Crane Safety
- Workforce Development
- SC&RA Workshop Edition
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

OCTOBER

AD CLOSE: SEPT 19

MAIL DATE: SEPT 22

Utility Expo,

Oct 7-9, Louisville, KY

- Industry Spotlight - Boom Trucks and Utility Trucks
- Technology Report - Advancements in Boom Trucks
- Guide - OSHA Guidelines for Lifting During a Storm
- The Life of a Lineman
- Crane Operators Jobs
- Utility Expo Show Copy
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

NOVEMBER

AD CLOSE: OCT 17

MAIL DATE: OCT 20

- Industry Spotlight - Industrial Cranes
- Technology Report - Cameras and Accident Prevention
- Guide - Winter Permitting for Crane Transport
- Fleet Management
- Training in the Crane Industry
- Review of Industry Shows 2025
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

DECEMBER

AD CLOSE: NOV 21

MAIL DATE: NOV 24

- Industry Spotlight - Where are we with WindPower
- Technology Report - Wire & Synthetic Rope
- Guide - Infrastructure Progress Review
- People Behind the Scenes of Successful Crane Companies
- Crane and Equipment Finance
- 2026 Shows - Conexpo
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

JANUARY

AD CLOSE: DEC 19

MAIL DATE: DEC 22

- Industry Spotlight - Crane Industry - A look into 2026
- Technology Report - New Equipment for 2026
- Guide - Economic Forecast for Worldwide Crane Industry
- Movers and Shakers in 2025
- Worldwide Inventory Values - Availability and Lead Times
- Cranes and the Holidays
- Specialized Transport
- Crane Hub Personal Story
- CraneHub Spotlight
- Cover Story

Crane Hub

#CraneHub     @cranehub

GLOBAL MARKET PLACE MONTHLY PACKAGES

Package 1: \$3,000.00 USD

- Equipment or Parts Landing Page Banner
- 4 Featured Equipment or Parts Listings
- Unlimited Equipment or Parts Listings
- 1 Full Page Magazine Advert
- 4 Omni-Channel Social Posts

Package 2: \$2,000.00 USD

- 2 Featured Equipment or Parts listings
- 20 Equipment or Parts Listings
- 1 Full Page Magazine Advert
- 2 Omni-Channel Social Posts

Package 3: \$1,500.00 USD

- 1 Featured Equipment or Parts Listing
- 10 Equipment or Parts Listings
- 1 Half Page Magazine Advert
- 1 Omni-Channel Social Post



Get in Touch

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MARKETPLACE ADVERTISING



	Monthly
Page Sponsor	\$1,500
Leaderboard ROS	\$650
Middle Banner	\$575
Right Position 1	\$325
Right Position 2	\$300
Featured/Sponsored	\$1,000

Equipment for Sale/Rent - 1 Time	1 Until Sold	2 Until Sold	3 Until Sold
	\$300	\$500	\$600

Equipment for Sale/Rent - Monthly	1 Listing	2 Listings	3 Listings
	\$100	\$175	\$225
	Up to 10 Listings	Up to 20 Listings	Unlimited Listings
	\$325	\$450	\$600

Products Parts & Accessories	1 Until Sold	2 Until Sold	3 Until Sold
	\$100	\$150	\$200
	10 Until Sold	\$20 Until Sold	Unlimited Until Sold
	\$400	\$500	\$2,500

Auction Packages	60 Day Auction	30 Day Auction	15 Day Auction
	\$600	\$800	\$1,350

Featured Listing	Daily	Monthly	Annually
	\$25	\$675	\$7,500

GLOBAL DIRECTORY		
	Product Directory Enhanced	\$1,200/MO
	Product Listing	\$600/MO
	Career Opportunities-Job Listing	\$250/MO
	Product Directory Enhanced	\$11,500/YR
	Product Listing	\$5,500/YR
	Page Sponsor	\$800/MO
	Leaderboard ROS	\$500/MO
	Middle Banner	\$350/MO
	Position 1 or 2	\$200/MO
Sponsored Listing	\$800/MO	

Global Directory

Monthly Packages

Package 1 \$1500.00 USD

- Directory Service Page Banner
- Featured Directory Service Listing
- 1 Full Page Magazine Advert
- 4 Omni-Channel Social Posts

Package 2 \$1,000.00 USD

- Featured Directory Service listing
- 1 Full Page Magazine Advert
- 2 Omni-Channel Social Posts

Package 3 \$750.00 USD

- Directory Service Listing
- 1 Half Page Magazine Advert
- 1 Omni-Channel Social Post



Global Directory

Annual Packages



Package 1: \$14,500.00 USD

- Directory Service Page Banner
- Featured Directory Service Listing
- 1 Full Page Magazine Advert
- 4 Omni-Channel Social Posts

Package 2: \$9,500.00 USD

- Featured Directory Service listing
- 1 Full Page Magazine Advert
- 2 Omni-Channel Social Posts



Package 3: \$7,200.00 USD

- Directory Service Listing
- 1 Half Page Magazine Advert
- 1 Omni-Channel Social Post

DIGITAL ADVERTISING

DIGITAL SERVICES

Marketing & Sales Collateral	Inquire
GEO Targeting	\$4,500/MO
Ecast	\$500 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



CONTENT STRATEGY

	Single	12	24	48
Omni Channel Social Post	\$250	\$3,000	\$5,000	\$10,000
Custom Brand Video	\$2,000			
Omni-Channel Social Post With Featured Content				
Full Page	400—600 words, 1-2 images		\$800	
2-Page Spread	800—1,000 words, 2-4 images		\$1,000	
Collaborate with our editorial team to craft a unique story that promotes your brand. Automatically featured on the website.				
Omni-Channel Social Post With Sponsored Content				
Full Page	400—600 words, 1-2 images		\$400	
2-Page Spread	800—1,000 words, 2-4 images		\$600	
Client-provided content/advertorial. Automatically featured on the website.				
Omni-Channel Social Post With Featured Website Article				
T	800—1,200 words, 2-4 images or Video		\$1,200	
Featured in a prime sponsored spot on our website for 30 days, then archived for continued visibility. Includes two promoted social posts across all platforms.				
Digital Event Package				
Boost Your Event with Our Digital Event Package!				
<p>Personalized Solutions: From driving registrations to highlighting your event agenda and keeping attendees engaged afterward, our Digital Event Package is designed to fit your unique objectives.</p> <p>Versatile Choices: Mix and match banner ads, sponsored articles, and targeted email campaigns to build a powerful event promotion plan.</p>				

LEVEL UP YOUR COMPANIES BRAND
POWERED BY:



Graphic Design Services

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



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



Website Design & Development

Inquire

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



SEO or SEM Services

Inquire

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

Professional Copy Writing

Providing expert copy writing services to enhance your companies messaging.



Social Media Content Creation

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



Professional Photography or Videography (Includes Drone Footage)

Creation of Print or Digital Sales & Marketing Collateral Also Available

[Inquire for Services & Pricing](#)

Elevate Your Business

with

Crane Hub

Business Growth Services

Powered By



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.

Who We Are

CraneLife is your trusted partner for innovative business growth solutions. With over 15 years of experience in the crane & lift industry, we are committed to helping your company achieve new levels of success

What We Do

We provide customizable business solutions tailored to your businesses unique needs. Focused on lead generation & conversion,, cutting-edge technology, and a deep understanding of the industry, we help overcome business challenges and unlock new opportunities.

Learn More at CraneLife.com

Sales Lead
&
Director of Business Development

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Crane Hub

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