

2025 Media Kit



Crane Hub

Global

Crane Hub

Magazine

Contact

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130K+

Global Audience Reach



Advertising at Crane Hub connects your brand with a global audience of crane industry professionals. Our targeted solutions boost visibility, drive sales, and help you stay ahead in the market. Reach the right people and grow your presence with industry-focused advertising.

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

SOCIAL STATS

13

Issues Per Year



41,000+



36,000+



47,700+

100k

Monthly Page Views


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	\$2,500	\$2,000	


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				\$1,500	

SPECIFICATIONS


Front and Back Cover Pages
Live Area: 7.37" x 10.12"




Full Page
Live Area: 7" x 10"




Inside Cover and Inside Back
Live Area: 7.37" x 10.12"



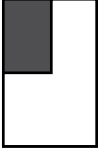
Half Page
Live Area: 7" x 4.875"



Two Page Spread
Live Area: 14.75" x 10"



Quarter Page
Live Area: 3.375" x 4.875"



TIER 1 PACKAGE

- Front Cover
- Feature Story
- One Page Advertisement

1	3
\$7,500	\$7,000

TIER 2 PACKAGE

- 1 Priority Full Page
- Spotlight Article
- Issue Sponsor Page

1	3
\$5,500	\$5,000

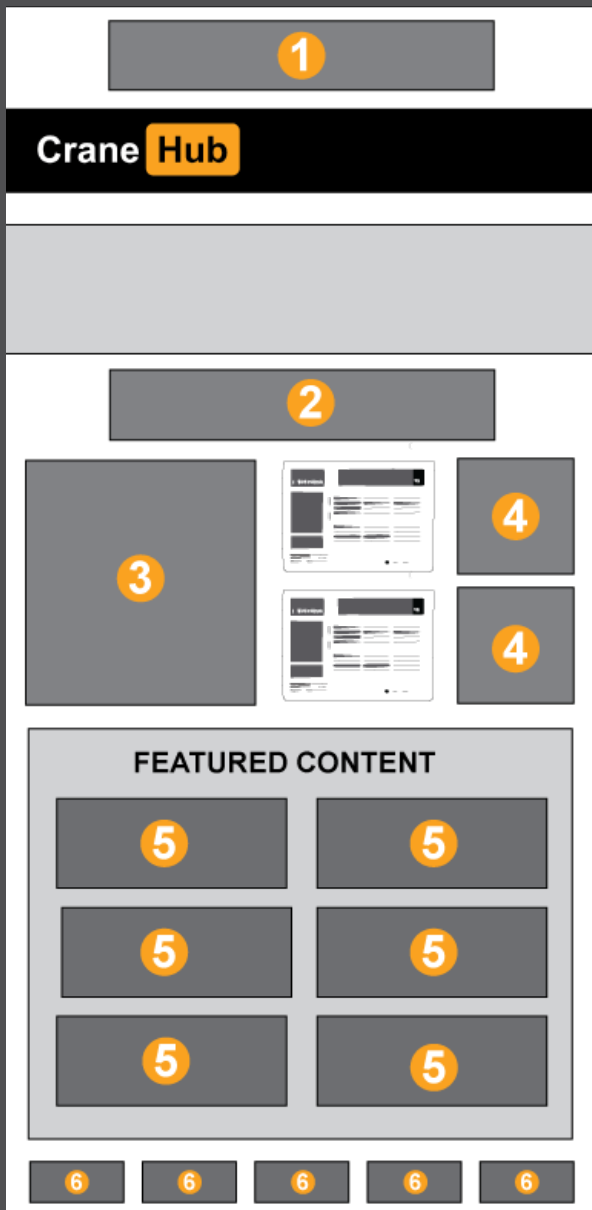
TIER 3 PACKAGE

- 1 Full Page
- Spotlight Article

1	3	6
\$3,500	\$3,000	\$2,500

WEBSITE ADVERTISING

ONLINE BANNERS	Monthly	Weekly	
	Leaderboard ROS	\$800	\$250
	Middle Banners Home Page	\$720	\$200
	Middle Banners Subpages	\$650	\$175
	Bottom Banners	\$600	\$150
	Right Position 1	\$650	\$175
	Right Position 2-5	\$520	\$150
	Featured/Sponsored Videos	\$1,500	\$400
	Featured Content	\$800	\$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.

MARKETPLACE ADVERTISING



	Monthly
Page Sponsor	\$1,500
Leaderboard	\$3,300
Middle Banner	\$3,640
Right Position 1	\$2,950
Right Position 2	\$2,000
Featured/Sponsored	\$3,640

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

MARKETPLACE DIRECTORY		Annual
	Manufacturer Dealer Listing	\$1,000
	Dealer Locator	\$600
	Dealer Locator Enhanced	\$1,200
	Training Directory	\$600
	Training Directory Enhanced	\$1,200
	Safety, Training & Services	\$600
	Safety, Training & Services Enhanced	\$1,200
	Career Opportunities - Job Listing	\$250
	Transport - Heavy Haul	\$600
Transport - Heavy Haul Enhanced	\$1200	

DIGITAL ADVERTISING

DIGITAL SERVICES

	Monthly
GEO Targeting	\$7,000
Ecast	\$500 per send
Webinar	\$6,500
Custom Content	Inquire
Branded Magazine	Inquire
Whitepapers	Inquire
Marketing & Sales Collateral	Inquire



CONTENT STRATEGY

	Single	12	24	48
Omni Channel Social Post	\$500	\$3,000	\$5,000	\$10,000
Custom Brand Video	\$2,000			
Featured Content				
Full Page	400—600 words, 1-2 images		\$3,000	
2-Page Spread	800—1,000 words, 2-4 images		\$5,400	
Collaborate with our editorial team to craft a unique story that promotes your brand. Automatically featured on the website at no extra charge.				
Sponsored Content				
Full Page	400—600 words, 1-2 images		\$1,200	
2-Page Spread	800—1,000 words, 2-4 images		\$2,800	
Client-provided content/advertorial. Automatically featured on the website at no extra charge.				
Featured Website Article				
Online Article	500—800 words, 1-2 images		\$250	
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>				

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