Insights
In Automation®

2024

Media Guide

IMPACT

Get Your Product or Service Seen by

100,000

Top Automation & Controls Engineers

It's time for your marketing strategy to move on from
~~Traditional Advertising~~

To reach the *"next generation"* of engineers requires
Impactful Engagement

Partner with us to make 100K impactful impressions
in Three Easy Steps

Step 1: Introduce Your Product to the Audience

Sponsor your appearance on our industrial automation product and technology show to introduce your product or service to our audience in our distraction free format.
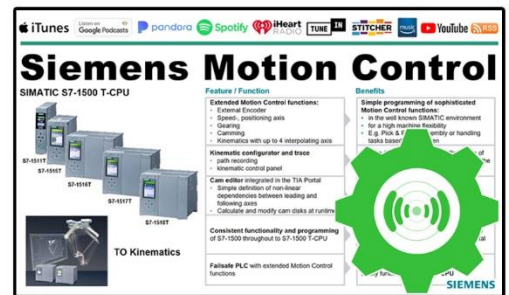
Step 2: Showcase Your Product on our Platform

Display your product across our platforms in multiple formats, including 100K impressions of leaderboard & skyscrapers ads, as well as ad spots during our shows.

Step 3: Have us Unbox and Demo Your Product

Send us a sample of your product and sponsor an unboxing & first look episode, plus a setup & config episode, after which it'll be displayed on our studio wall.

Bunlde and Save with Five Times the Impact

PN# IMP-100K

Includes 50K Banner Ad Impressions, 50K Skyscraper Ad Impressions, One Podcast Sponsorship, Two Hands-on or Demo Sponsorships, & Two Weeks of News Show Sponsorships. (reg. $4,887)

Insights In Automation's Media Guide

October 2024 Edition, Rev. 10A-A

Advertising on The Automation Blog

Sponsoring and/or Appearing On our Shows

Insights In Automation's Site and Show Statistics for 2023

* Contact us at ShawnTierney@InsightsInAutomation.com or 413-749-4300 for pre-approval prior to purchasing ads or sponsorships.

This media guide is valid through 12/31/24. For current pricing and conditions, please contact us at the above email or phone number.

TheAutomationBlog.com

Industrial Automation Product News & How-To's

Since launching in 2013, Insights In Automation's news and product how-to website, The Automation Blog, has grown to become the most frequently visited independent industrial automation website on the net.

Averaging over 52K page views and 32K unique Visitors per month in calendar year 2023, The Automation Blog continues to be the world's most popular automation blog, providing readers with how-to articles and videos authored by industry veterans, as well as product news and interviews with product experts from companies both large and small.

By sponsoring content on The Automation Blog, you'll reach our dedicated audience of Electricians, Technicians, and Electrical Engineers who are uniquely interested in your industrial automation products, features, and applications.

We also produce the following series (see page 6 for details):

- The Automation Show (TAS): Product Hands-on Series

- The Automation Minute (TAM): Short Product Videos & Quick Tips

- Automation Tech Tips (ATT): Tips on Product Features and Functions

- Automation News Show (ANS): Industrial Automation News Show

- Automation News Headlines (ANH): Industrial Automation News Headlines

- What's New, Automation Q & A, Question of the Week: Short to Medium Length

- The Automation Podcast (TAP): Guests Share Prod. Overviews, Updates

- The Automation Demo (TAD): Guests Demo Products and Features

- Automation Vendor Tech Talk (VTT): Guests Talk Products and Technology

- Let's Talk Automation: Our staff discusses the latest products and industry trends

2023 Stats:

384,588
Website Unique Visitors

623,502
Webpage Total Views

158,858
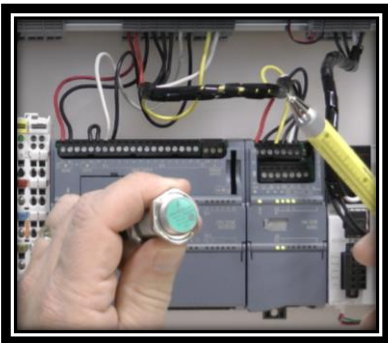Podcast Views/Listens

2,011,148
Podcast Impressions

729,876
YouTube Video Views
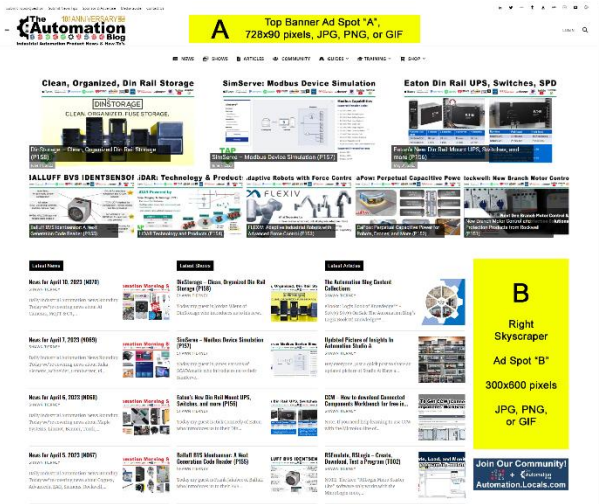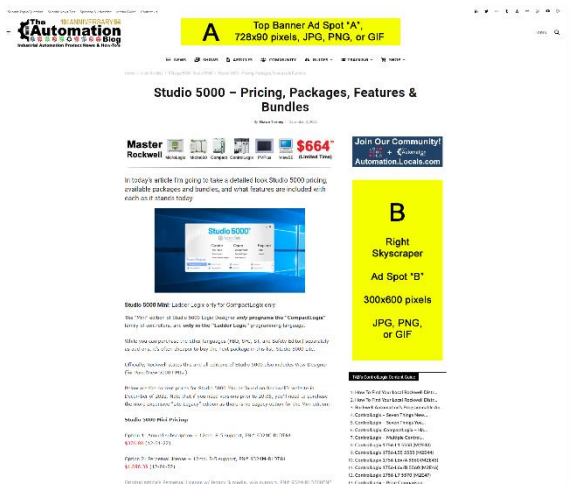
9,112,256
YouTube Impressions

TheAutomationBlog.com
Ad Image & Sponsored Article Options

Home Page Ad Locations

Article / Post Ad Locations

Banner Image Ads

Banner Ad (See Ad locations on left)	Pixel Size (JPG, PNG, or GIF)	Cost per 25K views
TAB-**A** Top Banner	728 X 90	$299
TAB-**B** Right Skyscraper	300 X 600	$299

Sponsored Articles

With our sponsored article option, we will schedule pre-approved articles for publication alongside our regular weekly content.

TAB-SA   Sponsored Article Cost: $299
Availability: Once per week

*Note: Only industrial automation articles will be considered.

Additional Information

- We only accept Ad Images and Sponsored Articles related to Industrial Automation products or services.
- Payment and Ad Images and/or Sponsored Articles are due one week prior to scheduled release.
- Ad Images must be submitted in the correct size and format along with a valid Target Link.
- Sponsored Articles must be well edited with no spelling, capitalization, or grammar issues.

Bundle and Save!
Contact us for bundle pricing: 413-749-4300 or ShawnTierney@InsightsInAutomation.com

TheAutomationBlog.com
2024 Advertising Worksheet:

QTY	PN	Description / Link	Price Each	Extended Price
___	TAB-A	Top Leaderboard Ad 728 X 90, 25K Views (Link)	$299	_____
___	TAB-B	Top Skyscraper Ad 300 X 600, 25K Views (Link)	$299	_____
___	TAB-SA	Sponsored Article (Available once per week) (Link)	$299	_____

Bundle and Save! Example Advertising Bundles listed below. Call us for a custom quote.

QTY	PN	Description / Link	Price Each	Extended Price
___	B-TLS-25	Top Leaderboard & Skyscraper, 25K views both (Contact)	$549	_____
___	IMP-100K	Impact 100K Promotion – see page 2 for details	$3,499	_____
		Total		_____

Note: Please contact us prior to ordering any of the above advertisements. You can contact us via email at ShawnTierney@InsightsInAutomation.com, or leave us a voicemail at 413-749-4300.

Note: Vendors who purchase ads or sponsorships are highly encouraged to schedule all their Ads and Sponsorships within 12 months of placing their order to avoid any price increases that may be assessed after 12 months has elapsed.

Note: Insights In Automation retains all "editorial rights" and copywrites to all of the content it produces for its own properties, including its interviews and shows on which guests appear. Insights in Automation also doesn't accept ads or sponsorships on topics not related specifically to industrial automation products, technologies, services, or organizations, and retains the right to only accept ads and sponsors which it feels is a good fit for its properties and audience.

Insights In Automation

75 S Church St
Pittsfield, MA 01201
413-749-4300

Advertising Credit Card Authorization Form

Please sign and complete this form to authorize *Insights In Automation* to make a one-time charge to the credit card listed below for Advertising services.

By signing this form, you give us permission to charge your account for the amount indicated below for the advertising on TheAutomationBlog.com as listed on this form.

This form is permission for a single transaction only, and does not provide authorization for any additional charges to your account.

	Qty	Ad Spot (i.e. TAB-A)	Ad State Date	Ad Image Name (email us images and links)	Price Ea.	Extended
Ad 1:	___	_____	_____	_____	_____	_____
Ad 2:	___	_____	_____	_____	_____	_____
Art 1:	___	_____	_____	_____	_____	_____
Art 2:	___	_____	_____	_____	_____	_____

Total Ad Buy in US Dollars: $ _____

Credit Card Type: _____ Visa   _____ Mastercard   _____ American Express

Cardholder Name: _____

Cardholder Phone #: _____

Company Name: _____

Card Billing Address: _____

Card Billing Town/City: _____ State: _____ ZIP: _____

Card Number: _____

Expiration Date: _____   Security Code: _____

Authorized Signature: _____

Printed Name: _____

By signing this form, I authorize Insights In Automation to charge the credit card indicated according to the terms outlined above for advertising on TheAutomationBlog.com. This authorization is valid for one time use only, and I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company so long as the transaction corresponds to the terms indicated in this form.

Industrial Automation Shows

Insights In Automation (IIA) produces popular video and podcast series as detailed below:

Product Shows featuring IIA Staff and Your Products:

The Automation Show (TAS):
Longer format videos on how to setup, configure, and use various industrial automation products. Includes extended First & Second Looks.

The Automation Minute (TAM):
Short bite-size videos that include quick tips, and short first and second looks.

Automation News Show (ANS):
Daily Industrial Automation News and Views show.

Automation News Headlines (ANH):
Short recap of the day's top Industrial Automation News Headlines.

What's New, Automation Q & A, Question of the Week:
Short to Medium length videos of focused what's new, and the latest technical questions submitted by our audience.

2023 Stats:

729,876
YouTube Video Views

9,112,256
YouTube Impressions

158,858
Podcast Views/Listens

2,011,148
Podcast Impressions

384,588
Website Unique Visitors

623,502
Webpage Total Views

Vendor Guest Appearances: Our Staff Interviews Your Product or Technology Experts:

The Automation Podcast (TAP):
Vendor guests come on the show to bring our audience up to speed on products and technologies.

The Automation Demo (TAD):
Demonstrations of industrial automation products and technologies conducted by vendor experts.

Automation Vendor Tech Talk (VTT):
Our show presented in the classic "multiple webcam" view in which the hosts and guests "talk tech" about products and technology in an open and free flowing discussion.

Let's Talk Automation (LTA):
Our staff discusses the latest products and industry trends with other users throughout industry, and occasionally vendor guests are invited to join the show.

Guest Appearances:

The Automation Podcast, Demo, and Tech Tips make up Insights' guest focused series where our staff host "vendor experts" who come on the show to present, discuss, and/or demonstrate their products and technologies.

Unsponsored (aka free) appearances are released to our audio audience and the general public supported by ads, and the video edition is released to our subscribers ad free.

Sponsored episodes receive priority release in both audio and video formats, and are released to our subscribers, 100K+ followers, and the general public as ad free episodes.

Making a guest appearance on The Automation Podcast, Demo or Tech Talk:		
Level	**Cost**	**Benefits**
Un-sponsored*	$0	For vendors who'd like to make a guest appearance on one of our shows. If their proposal is approved by our staff, their guest appearance^ is released to our the audio audience and the general public supported by ads, and the video is released to our subscribers ad free.
Sponsored*	$499	Sponsored episodes receive priority release in both audio and video formats, and are released to our subscribers, 100K+ followers, and the general public ad free. Sponsors also may take advantage of the following "sponsor only" benefits: **A)** We offer to include up to five vendor links in the show's description **B)** We offer expedited release#, plus the choice of release week (f.c.f.s) **C)** The specific episode will remain "ad free" for the life of the content **D)** We offer a bonus 25K Impression Ad Run on our website (see page 5)
Bundle and Save!	$3,499	Check out our new IMPACT 100K promotion and save over $1,388 while also making a true impact! Details on 2, pricing on page 12

* Interested vendors should contact Shawn Tierney directly via email: ShawnTierney@InsigthsInAutomation.com

A minimum of two weeks is required to edit and release an episode after it is recorded and payment is received.

^ Guest appearances on Insights In Automation's shows fall into the same category as being interviewed by a television, magazine, or newspaper, with the possible exception that Insights In Automation's goal is to produce episodes that are clear and professional. As such, guest appearecnes and interviews performed and published by Insights In Automation are copyrighted as such, however Insights does grant sponsors the right to republish up to three clips from their appearecns, as long as (1) all clips combined don't total more than 90 seconds, and (2) all clips attrribute and link to the full episode. Vendors who wish to republish entire episodes should repeat and record their presentation or demo for their own use *after* our staff leaves the Insights recording session.

Guest Appearance
Information Sheet v1.0

Please review the below information prior to scheduling your guest appearance on one of our shows:

Notes for All Guest Appearances:

- All guest appearances are pre-recorded using MSTeams or SteamYard and are not live
- To prepare for your guest appearance, please watch or listen to the first 90 seconds of a previous episode here
- The host will start with a generic show intro, after which he will ask you to introduce yourself
- In your introduction, please include your full name, company name, and position. Then go directly into topic
- During the discussion, as well as at the end, the host will likely ask questions he thinks the audience may have
- Add the end of the show, please give the audience any links or contact info they will need to learn more
- On release, we attempt to tag Guests & Companies on LinkedIn, and Companies on Twitter/X & Facebook
- Once your guest appearance is released, we encourage you to promote it across social media

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Notes for Sponsored Appearances:

- Your appearance will be released ad free on all major platforms including YouTube, Apple, and Spotify
- You may provide up to 5 links to include in the show notes, but they must be submitted 3 days prior to release
- You may choose the week of release (first come, first reserved,) but we require at least 2 weeks to prep release
- If you don't choose a specific release week, your episode will still receive an expedited release
- Presentation style appearances (where the focus in on slides and not webcams) will receive extra polishing
- With interview (web cam focused) appearances, only major disturbances are removed to avoid jump cuts
- Show Stats are available upon request for the 30, 90, and 365 day periods after release
- A clean audio and video embed (without suggested videos or ads) is available upon request
- A 25K Impression Ad Run on our website on a related product is included – see page 5 for Ad image details

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Notes for Unsponsored (free) Appearances:

- Your appearance will be released to the general public on all audio platforms and will be supported by ads
- The video of the episode will be released to audience members with a paid subscription (Newspaper model)
- We don't incur the expense of a pro editor for free appearances, however major disturbances are removed
- Guests may use the Spotify Embed if they'd like to embed their appearance
- A clean audio and video embed (without suggested videos or ads) is available upon request

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*Please contact us if you have any questions at ShawnTierney@InsightsInAutomation.com or 413-749-4300.

Product Shows:

The Automation Show, Minute, and Tech Tips make up Insights' industrial automation product video series on which our experienced staff share product details and how to's with our audience.

Unsponsored (aka free) product shows are released as ad free videos to our subscribers.

Sponsored episodes receive priority release as ad free videos to our subscribers, 100K+ followers, and the general public.

Get Your Products Covered on The Automation Show, Minute or Tech Tips:		
Level	**Cost**	**Benefits**
Un-sponsored*^	$0 (Vendor Product Sample & How To Session Required.)	Vendors who'd like us to cover their products for our "subscriber only" shows. Note that vendors are required to provide a product sample and tutorial session on how to use it. If their proposal is approved by our staff, their product will be featured on an episode released to our subscribers.
Sponsored*^	$899** (Vendor Product Sample & How To Session Required.)	Vendors who sponsor their product's appearance on our shows will see those episodes released to our subscribers, our 100K+ followers, and the general public ad free. They can also take advantage of the following benefits not available with unsponsored episodes: **A)** We offer to include up to five vendor links in the show's description **B)** We offer expedited release#, plus the choice of release week (f.c.f.s) **C)** The specific episode will remain "ad free" for the life of the content **D)** We offer a bonus 25K Impression Ad Run on our website (see page 5)
Bundle and Save!	$3,499	Check out our new IMPACT 100K promotion and save over $1,388 while also making a true impact. Details on 2, pricing on page 12

* Interested vendors should contact Shawn Tierney directly via email: ShawnTierney@InsigthsInAutomation.com

A minimum of three weeks is required to produce and release an episode after payment and samples are received

** The price for a sponsored hands-on could varry based on your product's complexity, with simple products potentially costing less. That said, all hands-on episodes also require (1) the vendor provide a sample, and (2) a one-on-one, virtual "train the trainer" session for our host. Please contact Shawn Tierney via email (see above) to discuss the details of your proposed "product appearance" on one of our shows.

^ Videos, Audio, Articles, eBooks and other content produced and published by Insights In Automation using samples provided by the vendor fall into the same category as products produced by a customer using a vendor sample, meaning that the work we produce is copywrited solely by Insights In Automation, and may not be copied, edited, embedded, altered, repubslihed, or redistributed without our written consent, reguadless of if the products were sampled or not.

Sample Product
Information Sheet v1.0

Please review the below information prior to contacting us about covering your sample product:

Notes for All Sample Products:

- Please do not send in sample products without approval. We have limited storage & tight production schedules
- Samples must be new, unconfigured products in original box same as a customer would receive.
- As with samples provided to customers, the resulting work created using the sample will be the property of IIA
- If you have features or functions you'd suggest covering, please submit those at the same time as the sample
- If your product is programmable, a "Train the Trainer" session is <u>required</u> to train our host on your product
- The training session should cover everything the host needs to know to setup your product from scratch
- On release of the episode, we will attempt to tag your Company on LinkedIn, Twitter/X and Facebook
- Once your sample is featured in an episode of our show, we encourage you to promote it across social media

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Notes for Sponsored Unboxings and First Looks:

- The episode featuring your product will be released ad free on YouTube and The Automation Blog
- You may provide up to 5 links to include in the show description, but they must be submitted with the sample
- You may choose the week of release (first come, first reserved,) but we require at least 4 weeks to prep release
- If you don't choose a specific release week, your episode will still receive an expedited release
- Show Stats are available upon request for the 30, 90, and 365 day periods after release
- A clean video embed (without suggested videos or ads) is available upon request

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Notes for Unsponsored (free) Unboxings and First Looks:

- The episode featuring your product will be released to our paying subscribers (Newspaper model)

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*Please contact us if you have any questions at ShawnTierney@InsightsInAutomation.com or 413-749-4300.

Sponsorship Product IDs & Links

Note: The below product list only includes sponsored options. To schedule either a sponsored or unsponsored appearance please contact ShawnTierney@InsightsInAutomation.com

Show	Product Id*	Cost
The Automation Show (TAS): Longer format videos on how to setup, configure, and use various industrial automation products.	**TAS-SPA**	$899/ep.
The Automation Minute (TAM): Short bite-size videos that include quick tips, and short first and second looks.	**TAM-SPA**	$499/ep.
Automation Tech Tips (ATT): Medium length videos of focused tech tips on using product features and functions.	**ATT-SPA**	$499/ep.
The Automation (video) Podcast (TAP): Vendor guests come on the show to bring our audience up to speed on products and technologies.	**TAP-SPA**	$499/ep.
The Automation Demo (TAD): Demonstrations of industrial automation products and technologies conducted by vendor experts.	**TAD-SPA**	$499/ep.
Automation (vendor) Tech Talk (VTT): Our show presented in the classic "multiple webcam" view in which the hosts and guests "talk tech."	**VTT-SPA**	$499/ep.
IMPACT 100K Promotion: Bundle and save over $1,388 while also making a true impact and reach over 100K engineers. Details on page 2.	**IMP-100K**	$3,499

*Please contact us prior to ordering at ShawnTierney@InsightsInAutomation.com or 413-749-4300.

Insights In Automation
75 S Church St
Pittsfield, MA 01201
413-749-4300

Sponsorship Credit Card Authorization Form

Please sign and complete this form to authorize *Insights In Automation* to make a one-time charge to the credit card listed below for sponsorships of shows produced by Insights In Automation.

By signing this form, you give us permission to charge your account for the amount indicated below for the sponsorship of shows as listed on this form.

This form is permission for a single transaction only, and does not provide authorization for any additional charges to your account.

NOTE: Orders will not be processed without accompanying filled out **Guest Appearance Checklist**

	PN/Level (i.e. TAP-SH2)	Preferred Release Date	Industrial Automation Topic	Price Ea.	Extended
Line 1:	_____	_____	_____	_____	_____
Line 2:	_____	_____	_____	_____	_____
Line 3:	_____	_____	_____	_____	_____
Total Ad Buy in US Dollars:					$ _____

Credit Card Type: _____ Visa _____ Mastercard _____ American Express

Cardholder Name: _____

Cardholder Phone #: _____

Company Name: _____

Card Billing Address: _____

Card Billing Town/City: _____ State: _____ ZIP: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Authorized Signature: _____

Printed Name: _____

By signing this form, I authorize Insights In Automation to charge the credit card indicated according to the terms outlined above for sponsoring a show produced by Insights In Automation®. This authorization is valid for one time use only, and I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company so long as the transaction corresponds to the terms indicated in this form.

The Automation Blog
CY2023 Statistics

TheAutomationBlog.com Overall CY2023 Stats:

Views

Total	623,502
Monthly Average	51,959
All-Time Total Views	*5,016,450*

Unique Visitors

Total	384,588
Monthly Average	32,049

Top Referrers	Views
Search Engines	459,026
> Google Search	364,029
> Bing	77,621
> DuckDuckGo	10,683
> Yahoo	4,833
LinkedIn	6,837
WordPress Android App	5,661
PLCTalk.net	2,764
Reddit	1,665

Top Countries	Views
United States	293,066
Canada	41,933
India	33,538
United Kingdom	22,333
Mexico	22,308
Australia	17,737
Brazil	14,674
Germany	9,385
France	7,999

Top Posts	Views
Studio 5000 – Pricing, Packages, Features & Bundles	13,355
How to download RSLogix Micro, RSLinx, and Emulate 500 for free (2021)	13,240
PanelView Plus – .MER Runtime: How To Edit .MER File	13,040
TIA Portal, S7 – Writing your first SCL Code in TIA Portal	10,157
PanelView Plus – Configuration Mode Menu: How To Access	9,734
Studio 5000 – Resolve Fatal Application Error Encountered	8,741
Timers and Counters Used In Mitsubishi PLCs	8,690
How To Access The PanelView Plus Configuration Mode	8,117
PanelView Plus 7 – Reset to Factory Defaults	7,970
Converting a VMware VMX file for use in VirtualBox	7,521
ControlFlash – Why Doesn't It Find My Firmware Files?	7,512
Migrate / Convert – PLC-5, SLC-500, and MicroLogix Programs to RSLogix/Studio 5000 and Logix Controllers	7,101
CompactLogix, RSLinx Classic – How to Connect Using USB	7,058
Which RSLogix 5000 / Studio 5000 package is right for you?	6,657
TIA Portal – How to install required .Net 3.5	6,565
Studio / RSLogix 5000 – Using the Controller's Time	6,545
TIA Portal – How To Download A Free Trial	6,348
Common Data Types Used In Mitsubishi PLCs	5,592
PanelView Plus 7 – Firmware: How To Flash Update	5,416
PanelView Plus 7 – Enable and Use VNC	5,412

YouTube Channel
CY2023 Statistics

YouTube.com/@InsightsIA CY2023 Stats:

Views

Total	729,876
Monthly Average	60,823
Total All-Time Views	3,931,719

Impressions

Total	9,112,256
Monthly Average	759,354
Total *Since October 1, 2018:*	42,500,038

Traffic Source - External / **Views**

External	241,569
YouTube Search	215,084
Suggested Videos	117,012
Browse Feature	74,196
Direct or Unknown	30,682
Playlists	20,592
Channel pages	11,613

Top Countries / **Views**

United States	203,055
India	71,786
Mexico	32,592
Canada	31,665
Brazil	24,201
UK	18,632
Germany	15,328

Top 2023 YouTube Videos	Released	2023 Stats:	Impressions	Views	Watched Hrs
Siemens S7-1500: First Time Wiring and Programming	13-Aug-20		674,608	38,059	2,950
How To Download TIA Portal v18 For Free	21-Feb-23		93,576	19,687	475
Wago PLC: First Time Programming	20-Aug-20		130,495	15,993	898
How to access the PanelView Plus Configuration Menu	20-Mar-17		44,817	15,341	303
How to install EDS Files	9-Mar-17		57,180	13,013	344
What is IOLink, and Why Use It?	19-Aug-20		235,727	12,285	1,519
How to reset your PanelView Plus 7 to Factory Defaults	11-May-18		45,433	12,004	295
What's New In TIA Portal v18	14-Dec-22		85,840	10,893	967
Industrial PLCs based on Arduino and Raspberry PI	1-Mar-23		130,897	10,648	951
Siemens S7-1200: First Time Programming	7-Aug-19		114,622	10,466	538
How To Flash PanelView Plus 7 Firmware	10-May-18		36,343	10,142	312
Mitsubishi FX-5 PLC: First Time Programming w GX Works 3	15-Jan-20		101,648	10,095	400
TIA Portal v18: Create your first program & run it in PLCSim	7-Mar-23		88,097	10,043	532
How to get A-B PLC data values into MS Excel using RSLinx	23-May-18		73,020	9,460	417
A-B SLC-500 Serial Communications Setup & Download	25-Jan-17		47,463	6,769	388
Export, Edit, and Import FactoryTalk View Studio Tags	24-Feb-23		48,198	6,678	160
Add Ethernet Point I/O to a ControlLogix system	16-Jul-19		66,349	6,476	333
IFM TN2511 Temp Sensor: Setup, Wire, Use with S7 & Logix	27-Aug-20		75,389	5,917	368
Enable and Use VNC on the PanelView Plus 7	20-Apr-17		12,844	5,867	122
Siemens S7-1200: Signal Modules - Wire, Program, Test	3-Sep-20		65,872	5,805	248
WAGO PLC Starter Kit Unboxing and Setup	17-Jul-20		61,748	5,637	291
How To Set The IP Address Of A S7-1200	9-Jul-19		26,133	5,296	151
FactoryTalk View HMI Tag Address Browsing	22-Jul-14		16,929	4,835	98
IFM Encoder to S7-1500 High Speed Counter	17-Dec-20		48,199	4,818	232
MicroLogix 1500	22-Apr-14		19,096	4,375	98
Introduction To EtherCAT	30-Jun-21		63,809	4,360	719

The Automation Podcast
CY2023 Statistics

Combined Views & Listens for 2023

Total Video Impressions	2,011,148
Total Views/Listens: Breakdown: 78% via video platforms like YouTube, 22% via audio only platforms like Apple and Spotify.	158,858
Monthly Average Views/Listens	13,238

Top Episodes of 2023	2023 Combined Views/Listens	2022 Stats
What is IO-Link, and Why Use It?	12,285	7,989
What's New In TIA Portal v18	12,199	2,325
Industrial PLCs based on Arduino and Raspberry PI	11,789	n/a
Introduction To EtherCAT	4,421	3,541
What's New in Studio 5000 v35 with Rockwell Automation	4,289	3,350
The Book Of Codesys detailed by author Gary Pratt	3,453	3,196
PROFINET Technical Overview	3,242	1,827
Modicon Machine Level PLC Update	2,955	n/a
What is OpenPLC, with Thiago Alves	2,475	n/a
FLEXHA 5000 I/O from Rockwell Automation	2,241	n/a
Siemens ET200SP Motor Starters	2,147	n/a
Siemens WinCC v8 Features and Add-ons	1,902	n/a
FactoryTalk Logix Echo from Rockwell	1,874	3,278
Cybersecurity, ISA99, and 62443	1,828	
The 8 Advantages of IO-Link	1,762	
The Next Generation of Automation Systems from Schneider Electric	1,732	
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Shawn Tierney
Founder and Chief Technology Enthusiast

Shawn is a lifelong Technology Enthusiast who found his passion for programming in the early 80's on the newly released Apple II and VIC-20 (and TI99-4A and C64) personal computers.

After earning a degree in Electronics from the New England Institute of Technology, he worked as a Rockwell Automation Certified Automation Specialist for 25 years before leaving to start his own company (Insights In Automation) so he could focus on teaching Programmable Controllers, HMIs, SCADA and other courses at The Automation School.

Shawn has also built the world's largest independent Industrial Automation website that focuses on producing product news, interviews, and how to articles and videos, with over 1900 free articles and videos available today. Shawn also hosts the world's #1 automation product and technology (video) podcast, The Automation Podcast, which broke all industry records for 2023 with over 158K views/listens/downloads.

Shawn's Career Milestones	Experience
1990: First job in automation as Rockwell Distributor Automation Specialist (25 years in role)	34 years
1996: Launched his first online customer support site (BBS)	28 years
1999: Published his first website with automation content (ShawnMichael.com)	25 years
2007: Uploaded his first automation "How-To" videos to YouTube (@ShawnTierney)	17 Years
2013: Launched Insights In Automation (including The Automation Blog, Show, Podcast & School)	11 Years
2014: Released first course, Micro Programmable Controller Basics™ (Renamed PLC Basics™)	10 Years
2015: Left Distributor role to go Full-time at Insights (The Automation Blog, Show, Podcast & School)	9 Years

2023 Followers	
Total Followers	**100,310**
YouTube (as of 04/06/24):	45,713
The Automation Blog (TAB)(2023 monthly average – see page 16 of media guide)	32,049
LinkedIn (as of 04/06/24): Professional (16K) + Company (6K)	22,548

2023 Audience Reach:	Stats
YouTube Views in 2023 (all shows)	729,876
The Automation Blog Page Views in 2023 (all articles and videos/shows)	623,502
LinkedIn Impressions (Professional & Business)	886,712
The Automation Podcast Audio Only Stats: Apple, Google, Spotify, etc. (YouTube & TAB excluded)	32,226
Total audience reach for 2023:	**2,272,316**

Insights In Automation

The Automation Blog, Podcast, Minute, Show, Tech Tips, and School

Media Guide

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