



## Media Guide





# About Insights In Automation:

Our mission is to empower our audience of highly skilled automation professionals by providing them with detailed updates on the latest technology and innovations concerning industrial automation products and applications.

We accomplish this through exclusive interviews, product first looks, and expert how-to guides, all designed to give our audience the technological edge they need to be successful in a rapidly evolving industry.

And since launching in 2013, we've helped tens of millions of electricians, technicians, and engineers around the world come up to speed on the latest products and technologies from all the top industrial automation vendors.

For more information about our products and services, please contact us directly at [Contact@InsightsIA.net](mailto:Contact@InsightsIA.net), get in touch via voicemail at **413-749-4300**, or book a free MSTEams meeting to discuss your needs at <https://InsightsIA.net/lets-meet>.

## 2025 Statistics

Total Views – Organic:

**1,237,427**

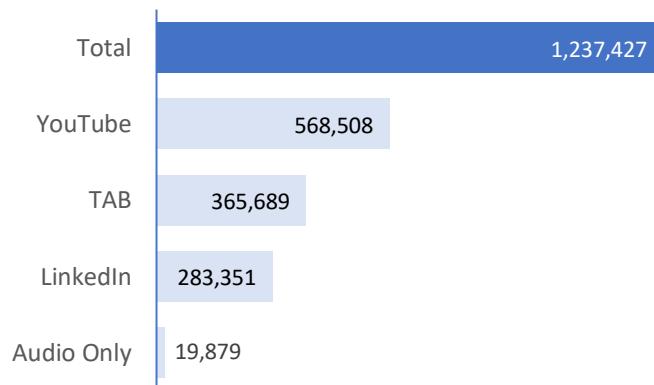
Total Followers:

**99,625**

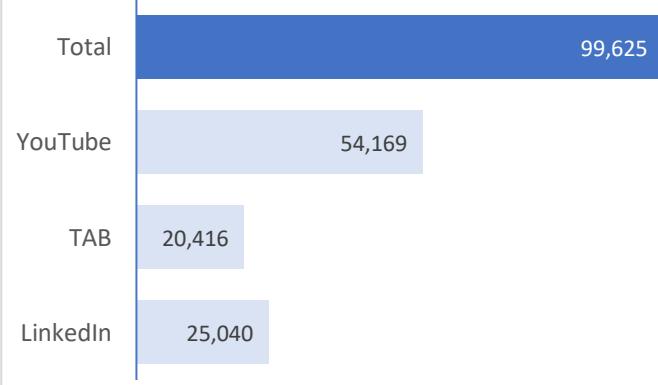
Total Podcast Listens:

**100,368**

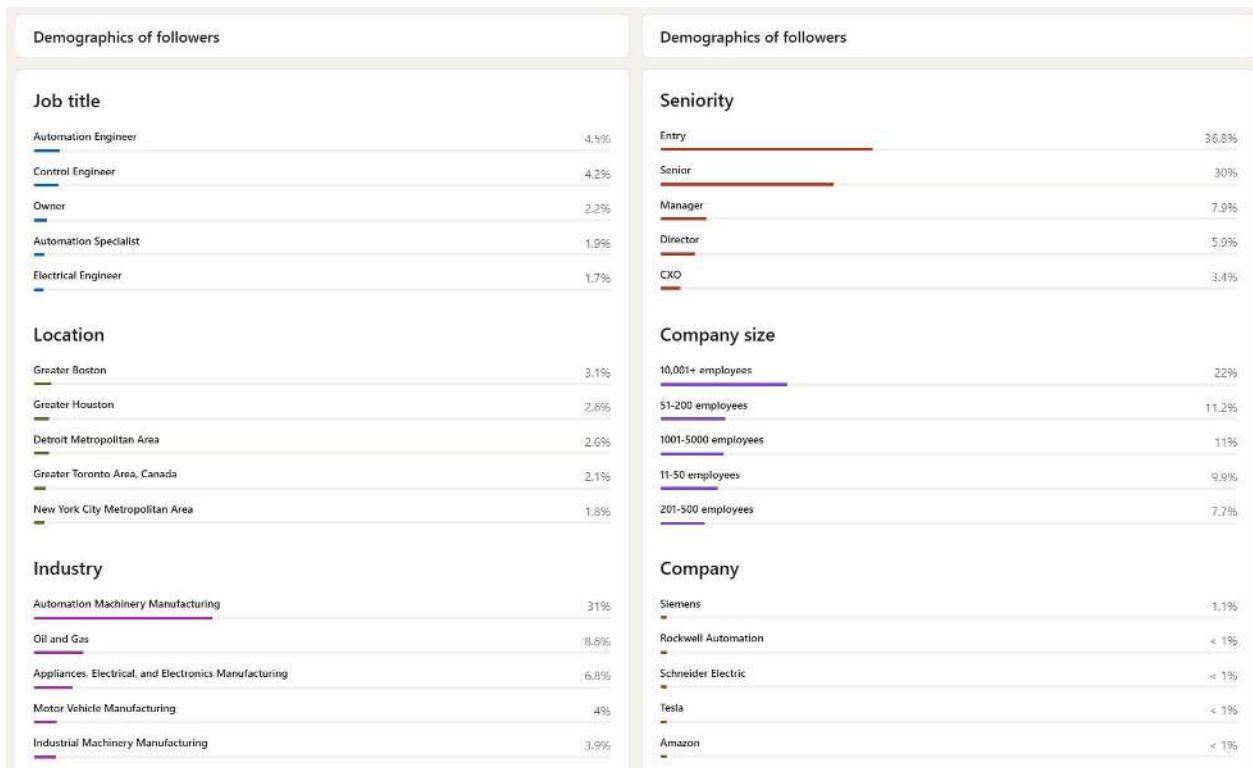
Organic Views by Platform



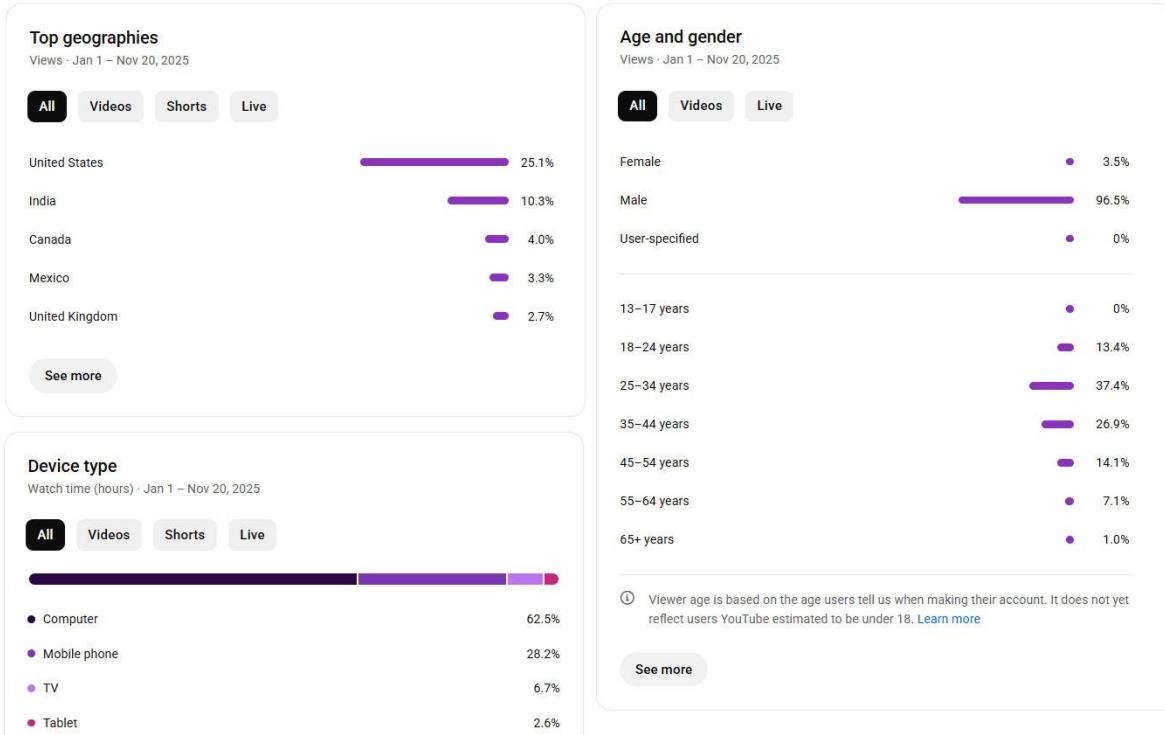
Followers by Platform



# LinkedIn.com Followers:



# YouTube.com Audience:





# Show & Podcast Content Categories:

Over the past decade, *Insights In Automation* has produced hundreds of episodes across its flagship series, **The Automation Podcast** and **The Automation Show**.

Each episode was created with the goal of delivering valuable insights into automation products and technologies for an already highly educated audience, and most of these shows naturally fell into one of the following categories:

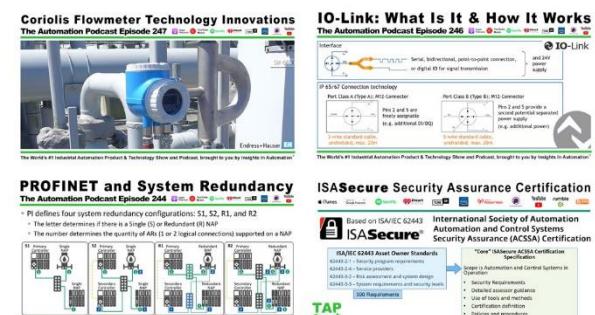
## 1) Product Overviews

Product Overview episodes of our #1 hit show and podcast, **The Automation Podcast**, are modeled after a trade show session in which a presenter walks through a visual presentation as they describe the features, functions, and applications of their products and services.



## 2) Technology Overviews

Similar to Product Overviews, in a Technology Overview episode of **The Automation Podcast** a presenter walks through a visual presentation describing the features, functions, and applications of a Technology used by their products.



## 3) Product First Looks

First Look episodes of **The Automation Show** focus on introducing a new product to our audience by taking a physical tour of the product while discussing its features and specifications.

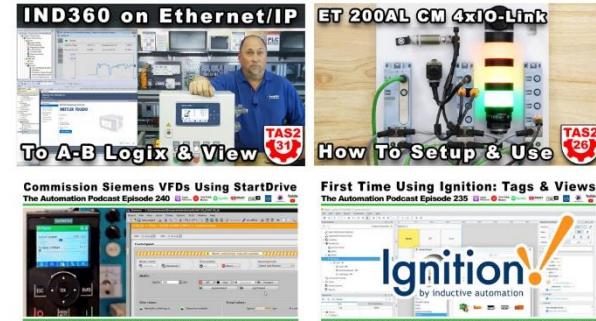




# Show & Podcast Content Categories:

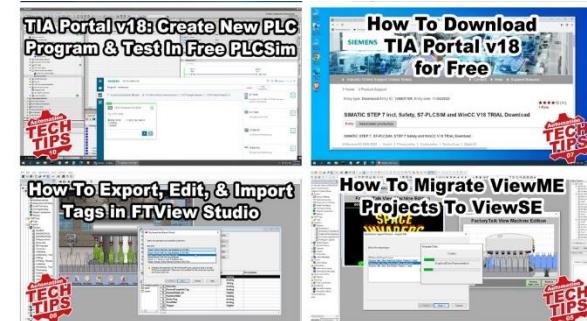
## 4) Product How-Tos

How-To episodes of **The Automation Show** are typically longer episodes that cover getting started with a product from scratch by walking through each step in the process of setting them up for the first time.



## 5) Technology Tips

Tech Tip episodes of **The Automation Show** cover using a specific feature or function of a product, often showcasing new or little-known features, that when used can boost the user's productivity and simplify integrations.



## 6) Technology Talks

In our Tech Talk series, we invite guests to come on the show to share their thoughts on the latest industrial automation products and technologies, and how they are using them.



## 7) Industry Interviews

Industry Interview episodes of our #1 hit show and podcast, **The Automation Podcast**, are episodes on which we invite guests to come on to share their thoughts on the latest industrial automation trends, and how their companies are reacting to them.





# Recent Episodes of our Podcast & Show:

The industrial automation marketplace is comprised of hundreds of companies, many offering dozens or hundreds product lines. And given the breadth and diversity of the industry, we regularly connect with professionals who are discovering *Insights In Automation* for the first time and are interested in learning more about our past guests and episode topics.

So for those who'd like to know more about our previous guests and shows, below you'll find a list of the most recent episodes of **The Automation Podcast** and **The Automation Show**:

## Recent Episodes of The Automation Podcast

- 253 - **Siemens'** Sirius ACT with PROFINET
- 252 - **OTee** Virtual PLCs
- 251 - **Siemens'** G220 Clean Power Drive
- 250 - **Wieland** Samos PRO MOTION
- 249 - **Copia** on AI and DevOps
- 248 - **Software Toolbox**'s DataHub
- 247 - **E+H** Coriolis Flowmeters
- 246 - **PI** - Introduction to IO-Link
- 245 - **ISA**'s OT Cybersecurity Summit
- 244 - **PI** - PROFINET System Redundancy
- 243 - **PDX** - Most Underrated I.A. Skill
- 242 - **Inductive** Ignition Comm. Conf.
- 241 - **Emerson** Dust Collector Control
- 240 - **Siemens'** VFDs using StartDrive
- 239 - **QNX** on Trends in Robotics
- 238 - **CAS** on Automation Trends
- 237 - **Rockwell**'s In-Cabinet EIP Solution
- 236 - **MaintainX**: Preventing Downtime
- 235 - **Inductive** - 1st Time Using Ignition
- 234 - **Rockwell**'s What's New with Logix
- 232 - **P+F** Position Guided Vision
- 231 - **Anybus** Defender Security Devices
- 230 - **Siemens'** S7-1200 Gen 2 PLC
- 229 - **PicoMES** - Mfg Execution Systems
- 228 - **Copia**'s Ai Copilot
- 227 - **Siemens'** TIA Portal v20
- 226 - **Paessler** - IT & OT Monitoring
- 223 - **Industry Interview**: AI, Technology, MFG
- 222 - **Softing**'s tManager
- 221 - **Industry Interview**: Trends In Industrial Automation
- 220 - **Micropsi**: AI-Powered Vision
- 219 - **Mettler Toledo**'s Weigh Module
- 218 - **Schneider**'s Altivar Solar VSD

## Recent Episodes of The Automation Show

- T1218 - **Rockwell** FT Design Workbench First Look
- T1204 - **A.I.** Tech Talk with Emil Soerensen of Kapa.ai
- S2E37 - **Ignition 8.3** with Travis Cox of Inductive
- T1121 - **Schneider Electric**'s Innovation Summit 2025
- S2E30 - **Modicon Edge I/O NTS**: Unbox, Setup, Use
- S2E38 - **Rockwell** 1794 -AENT Setup and Use
- S2E37 - **Rockwell** 1769 -AENTR Setup and Use
- T1103 - **HMI Libraries** with Jimmy DiTraglia of JD Controls
- S2E36 - **Modicon** M262 PLC: First Time Programming
- T1030 - **Rockwell ControlLogix 5590** PLC Ships!
- T1029 - **Revolution PI**, Linux & Edge Applications
- T1028 - **MSI C16** Crosshair Laptop Review:
- S2E35 - **IFM AL1302** and TN2511 Setup & Use
- S2E34 - **IFM AL1302** and RVP510 Setup & Use
- S2E31 - **MT IND360** on Ethernet/IP: Use with Logix and View
- T1020 - **I/O**: Discrete vs. Digital
- S2E29 - **Siemens** ET 200eco PN CM 8xIO-Link+DI 4 Setup, Use
- S2E28 - **Siemens** ET 200eco PN DIQ 16 Setup & Use
- S2E27 - **Siemens** ET 200eco PN IP67/69K I/O First Look
- S2E26 - **Siemens** ET 200AL CM 4xIO-Link Setup & Use
- S2E25 - **Siemens** ET 200AL IM 157-1 PN & DIQ Setup & Use
- S2E24 - **Siemens** ET 200AL Machine Mount IO First Look
- S2E18 - **MHJ PLC Lab 3D Studio** to A-B PLCs
- S2E17 - **MT IND360** Rate Control Application Setup & Test
- S2E23 - **Siemens** ET 200SP CPU 1512SP F-1 PN Setup & Use
- S2E20 - **Siemens** ET 200SP IM155-6PN ST Setup & Use
- S2E19 - **Siemens** ET 200SP Distributed IO First Look
- M545 - **Siemens** MD-34A-DD Win10 IPC Tablet Dock
- T0912 - **Rockwell Logix**: Adding IO-Link Devices
- T0911 - **IFM AL1322** IO-Link Master to Logix
- T0904 - **Rockwell Micro800**: Migrating from MicroLogix
- T0903 - **Rockwell Studio 5000**: Module Discovery, Read IO
- T0902 - **Rockwell Studio 5000**: Logix Designer v30 vs v31



# Insights' Content Sponsorship Process:

## Step 1) Initial Meeting (pre-sales)

Schedule a free *preliminary* meeting with us to discuss your needs, and any questions you may have about our shows and process. Use [this link](#) to schedule an initial meeting.

## Step 2) Choose & Purchase Sponsorship

The next step is to choose and purchase a sponsorship, including if your staff will be making a guest appearance, or if they'll be training our staff to do so.

## Step 3) Preliminary Planning Meeting (Premium Sponsorships Only)

For Premium Sponsorships, the next step is to schedule a *Preliminary Planning Meeting* with our staff to discuss the process, timeline, and details about the message you'd like to share about your product or technology.

## Step 4) Schedule and Attend a Recording or Training Session

Once you have purchased your sponsorship, one of two meetings will need to be held:

- If your staff will be making a guest appearance, you'll need to schedule a Recording Session with our staff.
- If our staff will present or demo your product, you'll need to schedule a Training Session for our staff.

## Step 5) Provide Links, Images, and Timing (based on sponsorship level)

Once the recording or training session is scheduled, if your sponsorship comes with these benefits then you'll want to send us this information as soon as possible: Links for Show Notes, Suggested Thumbnail Image, Release Timing

## Step 6) Review "rough cut" Preview Video (Premium Sponsorships)

Once filming is completed, Premium Sponsors will receive a link to a "rough cut" of the episode to preview. Any changes you'd like to suggest should then be emailed back to us within the time allotted, and should include timestamps for each suggestion. Once we have your requested edits, a review meeting will need to be scheduled within the remaining time allotted for the review process.

## Step 7) Review meeting to discuss Preview Video (Premium Sponsorships)

Once Premium Sponsors have submitted their suggested changes with timestamps, a *review meeting* needs to be scheduled to review the suggestions with our staff. Once this is done, our staff will implement as many suggestions as possible, and then depending on the sponsorship level either produce a second review video, or schedule the episode for release.



# Basic and Standard Sponsorship Options:

## Basic Episode, Guest-Led: [Contact Us for Pricing](#)

- ✓ One take, 30 Minutes, Business Hours, Auto Polished
- ✓ One Link included in Show Notes / Description
- ✓ Thumbnail Image Suggestions Accepted
- ✓ Stats & Boosting available on YouTube
- ✓ Audio & Video Released to Public for 12 months
- ! Ad Supported
  - Limited Distribution (ad revenue not available on all platforms)
  - No Content Re-Use License

## Standard Episode, Guest-Led: [Contact Us for Pricing](#)

- ✓ One take, 45 Minutes, Business Hours, Auto Polished
- + Up to Five Links included in Show Notes / Description
- ✓ Thumbnail Image Suggestions Accepted
- ✓ Stats & Boosting available on YouTube & LinkedIn after 30 days
- + Ad Free & Public for 12 months (extensions available)
- + YouTube Embed Enabled
- No Content Re-Use License

## Standard PLUS Episode, Guest-Led: [Contact for Pricing](#)

- ✓ One take, 45 Minutes, Business Hours, Auto Polished
- ✓ Up to Five Links included in Show Notes / Description
- ✓ Thumbnail Image Suggestions Accepted
- ✓ Stats & Boosting available on YouTube & LinkedIn after 30 days
- ✓ Ad Free & Public for 12 months (extensions available)
- ✓ YouTube Embed Enabled
- + Audio License & Clean Audio Embed
- + Choose Week of Release
- + Transcript License (Auto Generated)



# Premium & Event Sponsorship Options:

## Premium Episode, Guest or Insights Led: [Contact Us for Pricing](#)

- + Flexible Scheduling Hours, Hand-Polished
- + Pre-Production Planning Meeting
- + Extended Recording Session, or Training for Insights (sample required)
- + Preview Video Provided, followed by Review Meeting
- ✓ Up to Five Links included in Show Notes / Description
- ✓ Thumbnail Image Suggestions Accepted
- ✓ Stats & Boosting available on YouTube & LinkedIn after 30 days
- ✓ Ad Free & Public for 12 months (extensions available)
- ✓ YouTube Embed Enabled
- ✓ Audio License & Clean Audio Embed
- ✓ Choose Week of Release, ✓ Transcript License (Auto Generated)
- + Clean Video Embed Provided, No Expiration

## Premium Plus Episode, Guest or Insights Led: [Contact Us for Pricing](#)

- ✓ Flexible Scheduling Hours, Hand-Polished
- ✓ Pre-Production Planning Meeting
- ✓ Extended Recording Session (Guest Led) or Training for Insights (sample required)
- + Two Preview Videos and Review Meetings
- ✓ Up to Five Links included in Show Notes / Description
- ✓ Thumbnail Image Suggestions Accepted
- ✓ Stats & Boosting available on YouTube & LinkedIn after 30 days
- ✓ Ad Free & Public for 12 months (extensions available)
- ✓ YouTube Embed Enabled
- ✓ Audio License & Clean Audio Embed
- ✓ Choose Week of Release, ✓ Transcript License (Auto Generated)
- ✓ Clean Video Embed Provided, No Expiration
- + Video Download & Re-use License 30 days Post Release

## On-Site Event Sponsored Bundles: [Contact Us for Pricing](#)

- + Bundle Multiple Standard Plus or Premium Sponsorships
- + Bulk Record Episodes at Your Event or Show
- + Travel Costs Included or Billed Separately
- + Includes All Benefits of Chosen Sponsorships



# Insights' Guest Appearance Fact Sheet:

Welcome to the world's #1 *Industrial Automation* Product and Technology Shows and Podcasts!



## Our Audience:

Our audience is made up of highly skilled automation professionals who select, configure, program, deploy, and maintain industrial automation products, including but not limited to PLCs, PACs, VFDs, Servos, Code Readers, Vision Systems, IPCs, HMIs, SCADA Systems, Sensors, IIoT and Edge products, Industrial Networking Products, and Robotic systems.

While most of our audience self-identifies as "Control Engineers," we also have a significant number of audience members who identify as automation focused Electricians, Technicians, and who are of other Engineering disciplines.

## Content Categories:

Most of our shows and podcasts fall into one of the following categories:

- 1) **Product Overview Presentations** (may also include a hardware or software demo)
- 2) **Technology Overview Presentations** (may also include a demonstration)
- 3) **Product First Looks** (introducing a new product)
- 4) **Product How-Tos** (getting started with a new product)
- 5) **Feature and Tech Tips** (how to use a specific product feature)
- 6) **Technology Talks** (discussions on technology)
- 7) **Industry Interviews** (sharing helpful insights)

You may notice that we do not list "spotlight" style interviews, where the focus is on "personal journeys." While we do these types of interviews for the History of Automation from the Automation Museum, here at Insights our focus is on providing meaningful information on new products and technologies, as well as current industry trends.

As far as length, we aim for a minimum of 20 minutes, and depending on the sponsorship level a maximum of 60 minutes. And during any guest appearances guests should expect to have an open and free flowing discussion with the host, who will ask questions they think the audience may have during the episode.

## How Each Episode Starts & Ends:

**How We Begin:** We start each show by asking our guest to introduce themselves, as well as share and describe their position to the audience. This is done to ensure the audience knows who they represent (vendor, integrator, OEM, organization, etc.)

**How We Conclude:** We end each show by asking the guest for any final words they'd like to share, and this is where we suggest the guest shares any websites, contact info, or a call to action with the audience.

## Common Questions on Products & Technologies:

- What types of applications is the product or tech designed for? (Process, Discrete, General/All)
- What features of the product or technology do you believe are the most compelling? (Size, Speed, Ease of Use)
- Will this product work with third party products (multi-fieldbus support, OPC UA, etc.)
- Are there any products that have preferred integration? (i.e., built-in, or plug-and-play support)
- When will this product be available? (Please also mention any Trials, Starter Kits, or Promos)
- What is the best way for audience members to learn this product? (Online or local training & support?)

## Common Questions on Trends in Industrial Automation:

- What trends do you see in industrial automation today? (Machine Learning, Analytics, IIoT, Edge, Cloud, etc.)
- How do you see these trends affecting a Plant's Day to Day, or can you share examples of these trends
- How does your company's products, services, and/or solutions address these needs?
- What is the best way for audience members to learn more about your solutions? (Online resources, local sales)



# Insights' Guest Appearance Prep Sheet:

Welcome to the world's #1 *Industrial Automation* Product and Technology Shows and Podcasts!



## Meeting Service and Minimum Length:

- Microsoft Teams is used for pre-recorded guest appearances. We recommend, if possible, guests use the MSTEams Application in place of a Web Browser.
- While the show length will vary based on the sponsorship level and topic, we do shoot for a minimum of at least 20 minutes for all shows.

## Guest Preparations:

- Listen to the first 90 seconds of a previous episode (full list [here](#)) so get a feel for how the show opens and flows.
- A few days prior to the recording session, please connect to MSTEams and test your Microphone and Earbuds or Headphones.
- Note: If you choose to use Speakers, you may induce an audio echo that can't be edited out, and this may result in additional charges to re-record the episode.
- When asked to introduce yourself, please limit your intro to under two minutes, including your Full Name, Company, Position and anything else that's relevant.
- During the show the host will ask questions he feels the audience will have, however if an answer is not readily available the question will be removed in editing
- At the end of the show, please be prepared to share any related contact information, phones numbers, websites and social media accounts that the audience

## Post Production:

- We encourage sponsors to send in their links, suggested images, and preferred release timing to us as soon as possible
- Note: Not sending in links, images, or timing will not stop production or release of recorded episodes
- Once the episode is released, we will attempt to tag the guest and the company on the LinkedIn.com post.
- Episodes are also released in audio and video formats on YouTube and TheAutomationBlog.com
- And most episodes are also released in audio format on Apple Podcasts, Spotify, Amazon, iHeart, and Tune In (as of 01/09/26.)
- Guests and Vendors are highly encouraged to share out the episode once it is released



# Shawn Tierney: Chief Technology Enthusiast

Shawn is a lifelong Technology Enthusiast who found his passion for programming in the early 80's using the newly released Apple II and VIC-20 personal computers.

After earning a degree in Electronics from the New England Institute of Technology in 1989, 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, and other courses at The Automation School, as well as creating product news and updates for The Automation Blog.



Since then Insights In Automation has grown into the world's #1 independent Industrial automation media company focused on product news, interviews, and how-to guides, and also hosts the world's #1 automation product and technology podcast and show, The Automation Podcast, racking in the top 3% of podcasts worldwide.



You can reach out to Shawn directly to discuss business opportunities via email at <mailto:Shawn@InsightsIA.net>, on LinkedIn at <https://www.linkedin.com/in/mrshawntierney/>, via phone at **413-749-5321**, or via MSTeams at <https://InsightsIA.net/lets-meet>.

## **Shawn's Career Milestones**

## **Experience**

1989: Graduated from New England Institute of Technology with a degree in Electronics	37 Years
1990: Landed first job in industrial automation as a Rockwell Distributor Automation Specialist (25 years in role)	36 years
1996: Launched first online customer support site (BBS)	30 years
1999: Published first website with automation content (ShawnMichael.com)	27 years
2007: Uploaded first automation "How-To" videos to YouTube (@ShawnTierney)	19 Years
2013: Launched Insights In Automation (The Automation Blog, Show, Podcast & School) and Kickstarter Campaign	13 Years
2014: Released first course, Micro Programmable Controller Basics™ (Renamed PLC Basics™) for Kickstarter	12 Years
2015: Left Distributor role to go Full-time at Insights (The Automation Blog, Show, Podcast & School)	11 Years

## **2025 Followers**

<b>Total Followers</b>	<b>99,625</b>
YouTube (updated 01/09/26):	54,169
The Automation Blog (2025 monthly average unique visitors)	20,416
LinkedIn (undated on 01/09/26): Professional (18K) + Company (6K)	25,040

## **2025 Audience Reach:**

## **Stats**

YouTube Views in 2025 (all shows)	1,400,513
The Automation Blog Page Views in 2025 (all articles and videos/shows)	365,689
LinkedIn Impressions (Professional & Business)	566,702
The Automation Podcast Audio Only Stats: Apple, Google, Spotify, etc. (YouTube & TAB excluded)	19,879
<b>Total audience reach for 2025:</b>	<b>2,352,783</b>

# Insights In Automation®



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

## Media Guide



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