



# Insights

In Automation®

**2024**

## Media Guide

IIA-MG-24-03A-A

# IMPACT

Get Your Product or Service Seen by

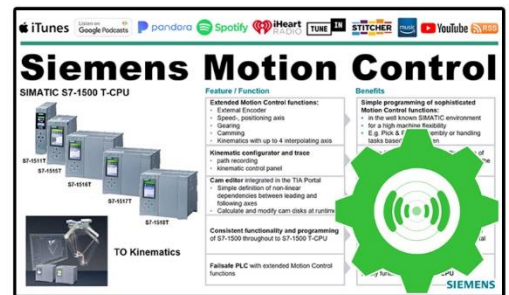
# 100,000

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.



## Bundle and Save with Five Times the Impact

**PN# IMP-100K**

Includes 50K Banner (TAB-A) and 50K Skyscraper (TAB-B) Ad Impressions, 11 Show Sponsorships (1 x TAP-SPA, 2 x TAM-SPA, 8 x ATMS-SS) and 2 Product Spotlights (ATMS-PS) all at a substantial bundle discount!



# Insights In Automation's Media Guide

March 2024 Edition, Rev. 03A-A

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This media guide is updated on a regular basis. For current pricing and conditions please download the latest edition at [TheAutomationBlog.com/media-guide](https://TheAutomationBlog.com/media-guide)





# TheAutomationBlog.com

## Industrial Automation Product News & How-To's

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

Averaging over 49K page views and 30K unique Visitors per month in 2022, 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.

In addition to our articles, we also produce the following video series:

**The Automation Show:** Hands-on How-To series

**The Automation Minute:** Unboxings and First Looks

**Automation Tech Tips:** Quick Tips on using features and functions

**Automation Morning Show:** Daily roundup of industrial automation news

**The Automation Podcast:** Guest led Product and Technology show

**The Automation Demo:** Guests Demo Product and Features

### 2023 Stats:

**384,588**

Website Unique Visitors

**623,502**

Webpage Total Views

**158,858**

Podcast Views/Listens

**2,011,148**

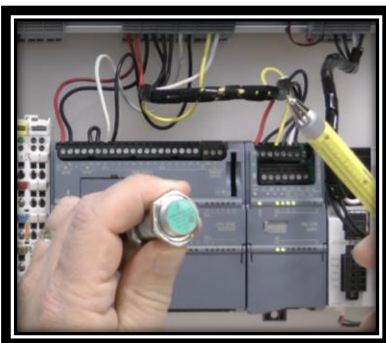
Podcast Impressions

**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.

<b>TAB-SA</b>	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 advertising bundles pricing: 413-749-4300

# TheAutomationBlog.com

## 2023 Advertising Worksheet:

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

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

___	B-TLS-25	Top Leaderboard & Skyscraper, 25K views both ( <a href="#">Contact</a> )	\$549	_____
___	IMP-100K	Impact 100K Promotion – see page 1 for details	\$2,999	_____
			<b>Total</b>	_____

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

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

# Insights In Automation

PO Box 454  
Cheshire, MA 01225  
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

**The Automation Show, Minute, Tech Tips, Morning Show, Podcast, and Demo**

The Automation Blog produces several popular video and podcast series, including:

Shows featuring our expert staff:

## **The Automation Show:**

Longer format videos on how to setup, configure, and use various industrial automation products.

## **The Automation Minute:**

Bite-size videos that include unboxings, first looks, and initial setup.

## **Automation Tech Tips:**

Quick tips on using product features and functions.

## **Automation Morning Show:**

Our daily roundup of industrial automation news.

Show featuring Vendor Guests:

## **The Automation Podcast:**

Our hit product and technology podcast featuring vendors from across the industry.

## **The Automation Demo:**

Featured demos of industrial automation products conducted by vendor experts.

## **2023 Stats:**

**384,588**

Website Unique Visitors

**623,502**

Webpage Total Views

**158,858**

Podcast Views/Listens

**2,011,148**

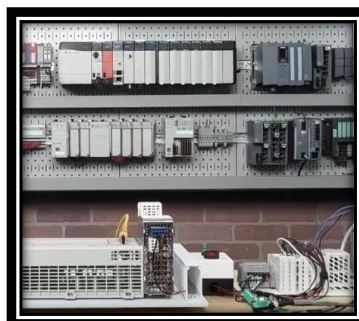
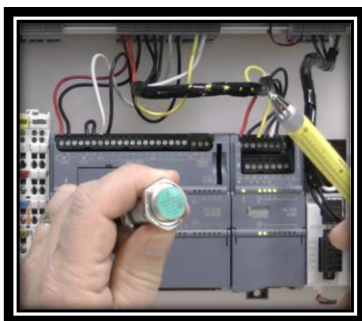
Podcast Impressions

**729,876**

YouTube Video Views

**9,112,256**

YouTube Impressions







# The Automation Show

## Hands-On How To Video Series

**The Automation Show** is our hit “how-to” video series where our veteran staff show viewers how to use industrial automation products.

Published on TheAutomationBlog.com and to video sites like YouTube and Rumble, The Automation Show is the premiere industrial automation how-to series.

For those vendors who'd like to proactively work with us to get their products covered on the show, we now offer the following options:

Sponsoring The Automation Show		
Sponsorship Level	Cost	Benefits
Entrepreneur	Product Sample	Are you an entrepreneur launching your first product? Is your company's valuation still under \$250K? If so, you may qualify to have Insights In Automation (or one of our partners) underwrite the cost of producing an episode based on a sample you provide us. Contact us <a href="#">here</a> if you think you qualify.
Company and Corporate <a href="#">TAS-SPA</a>	\$399*	Company and Corporate Sponsors receive these benefits: <b>A)</b> Up to five links included in the show's description/notes <b>B)</b> Expedited release, plus choose release week (first come, first serve) <b>C)</b> Episode will be “ad free” <b>Bonus!</b> 25K Impression Ad Run in Spot A or B! (details on page 5)
<b>Bundle and Save!</b>	<b>Save \$584</b>	Check out our new IMPACT 100K promotion and save over \$580 while also making a true impact. Details on <a href="#">1</a> , pricing on page <a href="#">15</a>

\* Prices based on simple products (Photoeyes, Proxes, Etc) that don't require multi-day prep. Call for pricing on complex products like PLCs, HMIs, & VFDs.



# The Automation Minute & Automation Tech Tips

## Unboxing, First Look & Quick Tips Series

Published on TheAutomationBlog.com and to video sites like YouTube and Rumble, The Automation Minute series focuses on unboxings, first looks, and initial setup, while Automation Tech Tips is focused on sharing quick tips on using product features and functions.

For those vendors who'd like to proactively work with us to get their products covered on our shows, we now offer the following options:

Sponsoring The Automation Minute (First Look, Unbox) or Automation Tech Tips (Quick Tips)		
Sponsorship Level	Cost	Benefits
Entrepreneur	Product Sample	Are you an entrepreneur launching your first product? Is your company's valuation still under \$250K? If so, you may qualify to have Insights In Automation (or one of our partners) underwrite the of producing an episode based on a sample you provide us. Contact us <a href="#">here</a> if you think you qualify.
Company and Corporate <a href="#">TAM-SPA</a> <a href="#">ATT-SPA</a>	\$399/ep.	Company and Corporate Sponsors receive these benefits: <b>A)</b> Up to five links included in the show's description/notes <b>B)</b> Expedited release, plus choose release week (first come, first serve) <b>C)</b> Episode will be "ad free" <b>Bonus!</b> 25K Impression Ad Run in Spot A or B! (details on page 5)
<b>Bundle and Save!</b>	<b>Save \$584</b>	Check out our new IMPACT 100K promotion and save over \$580 while also making a true impact. Details on <a href="#">1</a> , pricing on page <a href="#">15</a>



# Show/Minute/Tech Tips

## Sponsorship Details

### **All Sponsor Levels:**

Sponsors are only accepted for industrial automation products and services

### **Entrepreneur Sponsors:**

Please contact us prior to sending in samples to be sure our schedules align. We can be reached at [Sales@InsightsInAutomation.com](mailto:Sales@InsightsInAutomation.com), or via phone at 413-749-4300.

### **Company and Corporate Sponsors:**

Please contact us with your proposed product to cover, as well as the preferred timing of your sponsorship.

### **Payment Details:**

When sponsoring our shows, payment in full is required two weeks prior to scheduled release of sponsored episode.

If paying by PO, your sponsorship can be scheduled for two weeks after your payment terms. For example, if your payment terms are 60 days, then the earliest your sponsorship can be scheduled is 74 days from receipt of your PO.



# Automation Morning Show

## Daily Industrial Automation News Roundup

The Automation Morning Show is our daily Industrial Automation News show in which we cover each day's news from over 100 vendors we follow, as well as answer audience questions and share tips on using automation. Segments of the show cover Press Releases, Product Announcements, Blogs, Podcasts, Events, Downloads, Publications, and more.

We start most weekday mornings livestreaming our Automation This Morning show on services like LinkedIn, YouTube, Twitter, Facebook. Then later in the morning we follow up with the release of the audio and video editions which can be found on podcasting services including iTunes, Google, Spotify, Pandora, iHeart, Stitcher, Tune-In, Amazon Music, Deezer, and Podcast Index, and on video hosting services including Rumble. Then we end our morning by publishing a list of all the links to each news story we cover on our news aggregate site, Automate.News.

Show sponsors can choose one of the following options:

Sponsoring The Automation Morning Show		
Sponsorship Level	Cost	Benefits
Show Sponsor <a href="#">ATMS-SS</a>	\$99/ep.	<ul style="list-style-type: none"><li>- During show we'll thank you for your sponsorship</li><li>- We'll include a link to your "sponsor message" in description</li><li>- Bonus: Receive TAB Top Banner and AN Top Skyscraper Ad</li></ul>
Lead Story <a href="#">ATMS-LS</a>	\$149/ep.	<ul style="list-style-type: none"><li>- Put your news story at the top of our daily roundup</li><li>- Bonus: Receive TAB Top Banner and AN Top Skyscraper Ad</li></ul>
Product Spotlight <a href="#">ATMS-PS</a>	\$199/ep.	<ul style="list-style-type: none"><li>- Put your product in our daily Product Spotlight segment</li><li>- Bonus: Receive TAB Mid Skyscraper and AN Mid Skyscraper</li></ul>

\*All sponsors are encouraged to share the show across their social media accounts.



# The Automation Podcast

## Bringing our audience up to speed!

Moderated by veteran staff, **The Automation Podcast** is the perfect place to bring potential customers up to speed on your latest products or technologies. The show is released both as Video and Audio Podcast, and as such we do require guests to have a visual side to their presentation (most commonly PowerPoint Slides are used.)

With our experience staff playing the role of the customer, vendor experts present to us via an online meeting service (we currently host and record shows using MSTeams.) We recommend a presentation length of anywhere from 20 to 40 minutes, during which our veteran staff will ask any questions the think the audience may have.

Once the recording session is complete, we edit and trim the episode prior to scheduling its release to all major platforms.

Guest can choose one of the following appearance options:

Sponsoring <b>The Automation Podcast</b>		
Sponsorship Level	Cost	Benefits
Entrepreneur and Non-Profit Guest Appearances	\$0/ep.	Are you an entrepreneur launching your first product, and your company's valuation still under \$250K? Or are you part of a non-profit and/or volunteer-based institution? If you fall into either category you may qualify to have Insights In Automation (or one of our partners) underwrite the cost of producing your appearance on our show! Contact us <a href="#">here</a> if you think you qualify.
Company and Corporate Guest Appearances <a href="#">TAP-SPA</a>	\$399/ep.	Company and Corporate Sponsors receive these benefits: <b>A)</b> Up to five links included in the show's description/notes <b>B)</b> Expedited release, plus choose release week (first come, first serve) <b>C)</b> Episode will be "ad free" <b>Bonus!</b> 25K Impression Ad Run in Spot A or B! (details on page 5)
<b>Bundle and Save!</b>	<b>Save \$584</b>	Check out our new IMPACT 100K promotion and save over \$580 while also making a true impact. Details on <a href="#">1</a> , pricing on page <a href="#">15</a>

\*Note: For full and up-to-date details and technical requirements of being a guest on The Automation Podcast, please visit [this link](#).





# The Automation Demo

## Demo your product to our audience!

Moderated by veteran staff, **The Automation Demo** is your chance to get in front of our audience to show off your product in action.

With our experience staff playing the role of the customer, vendor experts present to us via an online meeting service (we currently host and record shows using MTeams.) We recommend a presentation length of anywhere from 5 to 40 minutes, during which our veteran staff will ask any questions they think the audience may have.

Once the recording session is complete, we edit and trim the episode prior to scheduling its release to all major platforms.

For those vendors looking to boost their appearance on our show, we offer two sponsorship opportunities:

Sponsoring The Automation Demo		
Sponsorship Level	Cost	Benefits
Entrepreneur	\$0/ep.	Are you an entrepreneur launching your first product? Is your company's valuation still under \$250K? If so, you may qualify to have Insights In Automation (or one of our partners) underwrite the cost of producing your appearance on our show! Contact us <a href="#">here</a> if you think you qualify.
Company and Corporate <a href="#">TAD-SPA</a>	\$399/ep.	Company and Corporate Sponsors receive these benefits: <b>A)</b> Up to five links included in the show's description/notes <b>B)</b> Expedited release, plus choose release week (first come, first serve) <b>C)</b> Episode will be "ad free" <b>Bonus!</b> 25K Impression Ad Run in Spot A or B! (details on page 5)
<b>Bundle and Save!</b>	<b>Save \$584</b>	Check out our new IMPACT 100K promotion and save over \$580 while also making a true impact. Details on <a href="#">1</a> , pricing on page <a href="#">15</a>

\*All guests are encouraged to share their appearance on our podcast on their social media accounts. Guests are also invited to use up to three excerpts of up to 60 seconds in their marketing campaigns.



# Insights In Automation

## 2023 Show Sponsorship Worksheet:

QTY	PN	Description	Link	Price Ea.	Extended Price
___	TAS-SPA	The Automation Show Sponsor Benefits: Up to 5 Links, Choose week, Ad Free, Bonus Ad*	<a href="#">Link</a>	\$399**	_____
___	TAM-SPA	The Automation Minute Sponsor Benefits: Up to 5 Links, Choose week, Ad Free, Bonus Ad*	<a href="#">Link</a>	\$399	_____
___	ATT-SPA	Automation Tech Tips Sponsor Benefits: Up to 5 Links, Choose week, Ad Free, Bonus Ad*	<a href="#">Link</a>	\$399	_____
___	AMS-PS	Morning Show Product Spotlight Sponsorship	<a href="#">Link</a>	\$199	_____
___	AMS-LS	Morning Show Lead Story Sponsorship	<a href="#">Link</a>	\$149	_____
___	AMS-SS	Morning Show Show Sponsor	<a href="#">Link</a>	\$99	_____
___	TAD-SPA	The Automation Demo Sponsor Benefits: Up to 5 Links, Choose week, Ad Free, Bonus Ad*	<a href="#">Link</a>	\$399	_____
___	TAP-SPA	The Automation Podcast Sponsor Benefits: Up to 5 Links, Choose week, Ad Free, Bonus Ad*	<a href="#">Link</a>	\$399	_____
___	TT-SP	Automation Tech Talk Live Sponsor Benefits: Up to 5 Links, Choose week, Ad Free	<a href="#">Link</a>	\$199^	_____
___	<b>IMP-100K</b>	Impact 100K: Promotional Bundle includes 50K TAB-A Banner, 50K TAB-B Skyscraper, 1x TAP-SPA, 2x TAM-SPA, 8x ATMS-SS, and 2x ATMS-PS.	<a href="#">Link</a>	\$2999	_____
Total					_____

\* For a limited time, receive 25K Impression Ad Run on TheAutomationBlog.com in Ad Spot A or B. See page 5 for Ad Spot details.

\*\* Prices based on simple products (Photo Eyes, Proxes) that don't require multi-day prep. Call for pricing on complex products like PLCs.

^ Introductory Pricing for 2024 Season

Please contact us prior to ordering. You can contact us via email at [Sales@InsightsInAutomation.com](mailto:Sales@InsightsInAutomation.com), or via phone at 413-749-4300. All vendors are encouraged to schedule ads or sponsorships within 12 months of placing their order to avoid price increases being applied.

## Insights In Automation

PO Box 454  
Cheshire, MA 01225  
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

## 2023 Statistics

### TheAutomationBlog.com Overall 2023 Stats:

#### Views

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

#### 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

#### Unique Visitors

Total	384,588
Monthly Average	32,049

#### 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

## 2023 Statistics

### YouTube.com/InsightsInAutomation 2023 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 <i>Since October 1, 2018:</i>	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

## 2023 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	
TIA Portal Cause and Effect Matrix	1,683	
Siemens Motion Control	1,670	
Prosoft EtherNet/IP to DH+ Gateway	1,623	
Real-Time Locating Systems (RTLS)	1,622	
IND360: Next Gen Weighing Indicator from Mettler Toledo	1,602	
What's New with FactoryTalk View Site Edition (July, 2023)	1,485	
Evolution of the Programmable Controller	1,460	
Siemens Scalance Layer 2 Unmanaged Switches	1,452	
Siemens Unified Comfort Panel Overview	1,446	
Siemens S7-1500: Advanced PLC Line Overview	1,393	
Highspeed Wireless IO-Link Products from CoreTigo	1,313	
Siemens Distributed IO Overview: ET 200SP, MP, pro, AL, eco PN	1,285	
Flexiv Adaptive Robots with Force Control	1,274	
TeSys Island: Smart Motor Starters from Schneider Electric	1,244	
PLCnext: The Next Generation of PLCs	1,237	
Rockwell I/O and HMI Product Update	1,217	
SIMOCODE Motor Management System	1,199	
AS-i (AS-Interface) Field Bus	1,196	
Removing Static from Surfaces and Products in Automated Systems	1,177	
IFM 2D Vision Camera Overview and Demo	1,172	
Remote Access by Rockwell Automation	1,121	
SUPERTUNE: Fully Automatic Auto-Tuning Software	1,112	



# Shawn Tierney

## Founder, Chief Technology Enthusiast

### Milestones

	<u>Experience</u>
1990 – Lands first job in automation as Rockwell Distributor Automation Specialist (25 yrs)	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 (The Automation Blog & School)	11 Years
2014 - Release first course, Micro Programmable Controller Basics (PLC Basics)	10 Years
2015 - Moved to full-time at Insights In Automation (The Automation Blog & School)	9 Years

### 2023 Followers

<b>Total Followers (as of 03/07/24)</b>	<b>99,124</b>
YouTube:	45,045
The Automation Blog	32,049
LinkedIn	22,030

### 2023 Stats:

	<u>Views</u>
YouTube Views (all shows)	729,876
The Automation Blog (TAB) Page Views (all articles and shows)	623,502
LinkedIn Impressions	886,712
The Automation Podcast, Audio Only (Apple, Spotify, etc. – YouTube and TAB excluded)	32,226
<b>Total views for 2023:</b>	<b>2,272,316</b>

# Insights In Automation®



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

## Media Guide

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