



Insights

In Automation®



2024

Media Guide

IIA-MG-24-04A-A

IMPACT

Get Your Product or Service Seen by

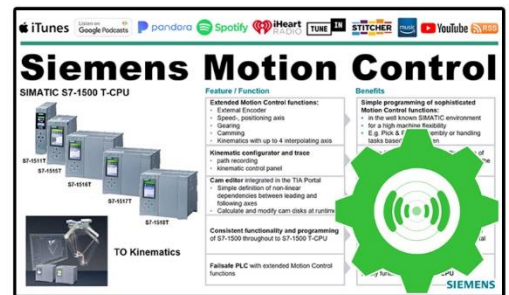
100,000

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.



Bunlde and Save with Five Times the Impact

PN# IMP-100K

Includes 50K Banner and 50K Skyscraper Ad Impressions, Ten Episode Sponsorships (One Video Podcast, Two Unboxings/First Looks/Tech Tips, One Week of AMS Sponsorship, and One Week of AMS Spotlights)



Insights In Automation's Media Guide

April 2024 Edition, Rev. 04A-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



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 52K page views and 32K unique Visitors per month in 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 video series:

The Automation Show: Hands-on How-To series

The Automation Minute: Unboxings and First Looks

Automation Tech Tips: Tips on Product Features and Functions

Automation Morning Show: Industrial Automation News

The Automation (Video) Podcast: Guests Share Product Updates

The Automation Demo: Guests Demo Products and Features

Automation Tech Talk: Guests Join our Livestream to talk "Tech"

2023 Stats:

384,588

Website Unique Visitors

623,502

Webpage Total Views

158,858

Podcast Views/Listeners

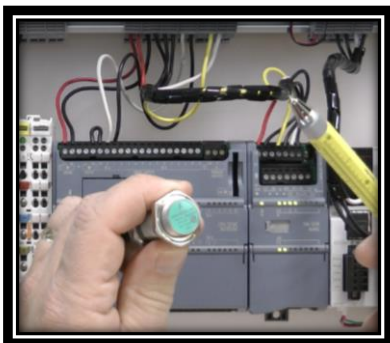
2,011,148

Podcast Impressions

729,876

YouTube Video Views

9,112,256

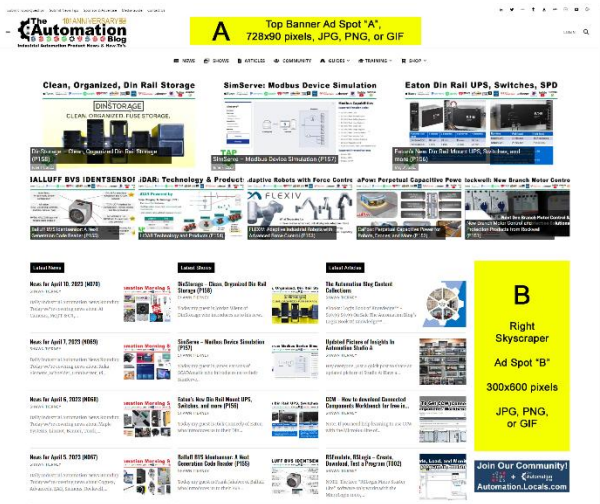




TheAutomationBlog.com

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 advertising bundles pricing: 413-749-4300

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.

___	B-TLS-25	Top Leaderboard & Skyscraper, 25K views both (Contact)	\$549	_____
___	IMP-100K	Impact 100K Promotion – see page 1 for details	\$2,999	_____
			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

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 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 Industrial Automation news show.

Show featuring our Staff and Guests:

The Automation Podcast:

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

The Automation Demo:

Featured demos of industrial automation products conducted by vendor experts.

Automation Tech Talk:

Livestream Featuring “Tech Talk” with product and technology experts.

2023 Stats:

384,588

Website Unique Visitors

623,502

Webpage Total Views

158,858

Podcast Views/Listens

2,011,148

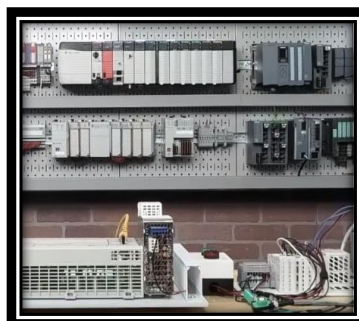
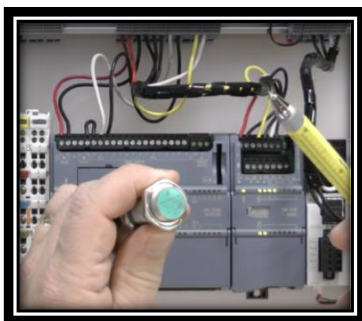
Podcast Impressions

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 here if you think you qualify.
Company and Corporate TAS-SPA	\$399*	Company and Corporate Sponsors receive these benefits: A) Up to five links included in the show's description/notes B) Expedited release, plus choose release week (first come, first serve) C) Episode will be “ad free” Bonus! 25K Impression Ad Run in Spot A or B! (details on page 5)
Bundle and Save!	Save \$584	Check out our new IMPACT 100K promotion and save over \$580 while also making a true impact. Details on 1 , pricing on page 15

* 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 here if you think you qualify.
Company and Corporate TAM-SPA ATT-SPA	\$399/ep.	Company and Corporate Sponsors receive these benefits: A) Up to five links included in the show's description/notes B) Expedited release, plus choose release week (first come, first serve) C) Episode will be "ad free" Bonus! 25K Impression Ad Run in Spot A or B! (details on page 5)
Bundle and Save!	Save \$584	Check out our new IMPACT 100K promotion and save over \$580 while also making a true impact. Details on 1 , pricing on page 15



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 413-749-4300 or ShawnTierney@InsightsInAutomation.com.

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

Industrial Automation News Show

The Automation Morning Show is our Industrial Automation News show in which we cover what's new from over 100 vendors we follow, as well as chat with the audience of the livestream. Segments of the show include Press Releases, Product Announcements, Case Studies, Blogs, Events, Downloads, Publications, and more.

We stream the show on services like LinkedIn, YouTube, Twitter, and Facebook, and the show is also released on podcasting services like iTunes, Google, Spotify, Amazon Music, iHeart, Tune-In, and Podcast Index. We also publish links to all the stories 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
Weekly Show Sponsor AMS-WSS	\$499.95	<ul style="list-style-type: none">- During show we'll thank you for your sponsorship- We'll include a link to your "sponsor message" in description- Bonus: Week long Top Banner Ad Run on Blog & News sites
Weely Product Spotlight AMS-WPS	\$499.95	<ul style="list-style-type: none">- Put your product in our Product Spotlight segment for a week

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



The Automation (Video) Podcast

Bringing our audience up to speed!

Moderated by veteran staff, **The Automation (Video) Podcast**** is the perfect place to bring our audience of 100,000+ Automation Engineers up to speed on your latest products or technologies. The show is released both as a Video Podcast and an Audio-Only Podcast, with roughly 75% of our audience watching the show. Due to the fact that most of our audience watches the show, we do require guests to have visuals to share while they update us on their products (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, and do not use webcams.) We recommend a presentation length of anywhere from 20 to 40 minutes, during which our veteran staff will ask any questions they think the audience will want to know the answers to. 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 The Automation Podcast		
Sponsorship Level	Cost	Benefits
Entrepreneur and Non-Profit Guest Appearances	\$0	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 here if you think you qualify.
Company and Corporate Guest Appearances TAP-SPA	\$399.94	Company and Corporate Sponsors receive these benefits: A) Episode will be "ad free" B) Up to five links included in the show's description/notes C) Expedited release, plus choose release week (first come, first serve) Bonus! 25K Impression Ad Run in Spot A or B! (details on page 5)

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

**Note: Insights in Automation retains all "editorial rights" and copywrites to all shows and content it produces, including interviews and guest appearances. As such, we do not provide copies, or permission to copy, of any our shows or content, except to allow sponsors of guest appearances to use up to one minute of excerpts from their sponsored guest appearance for promotional purposes.



The Automation Demo

Demo your product to our audience!

Moderated by veteran staff, **The Automation Demo** is your chance to get in front of 100,000+ Automation Engineers 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 MSTEams.) 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 here if you think you qualify.
Company and Corporate TAD-SPA	\$399/ep.	Company and Corporate Sponsors receive these benefits: A) Up to five links included in the show's description/notes B) Expedited release, plus choose release week (first come, first serve) C) Episode will be "ad free" Bonus! 25K Impression Ad Run in Spot A or B! (details on page 5)

*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.

**Note: Insights in Automation retains all "editorial rights" and copywrites to all shows and content it produces, including interviews and guest appearances. As such, we do not provide copies, or permission to copy, of any our shows or content, except to allow sponsors of guest appearances to use up to one minute of excerpts from their sponsored guest appearance for promotional purposes.



Insights In Automation

2024 Show Sponsorship Worksheet:

QTY	PN	Description	Link	Price Ea.	Extended Price
___	TAS-SPA	The Automation Show Sponsorship	Link	\$399.94**	_____
___	TAM-SPA	The Automation Minute Sponsorship	Link	\$399.94	_____
___	ATT-SPA	Automation Tech Tips Sponsorship	Link	\$399.94	_____
___	AMS-WSS	Morning Show Weekly Show Sponsorship	Link	\$499.95	_____
___	AMS-WPS	Morning Show Weekly Product Spotlight	Link	\$499.95	_____
___	TAD-SPA	The Automation Demo Sponsorship	Link	\$399.96	_____
___	TAP-SPA	The Automation Podcast Sponsorship	Link	\$399.96	_____
___	TT-SP	Automation Tech Talk Live Sponsorship	Link	\$199.96^	_____
___	IMP-100K	Impact 100K: Promotional Bundle includes 50K TAB-A, 50K TAB-B, 1 TAP-SPA, 2 TAM-SPA or TT-SPA, 1 AMS-WSS, and 1 AMS-WPS.	Link	\$2999.96	_____
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 Note:

Note: Vendors are encouraged to use entire ad & sponsorship balance within 12 months to avoid price increases being applied

Note: Insights In Automation retains all "editorial rights" and copywrites to all of the content it produces (including interviews) for its own properties, and retains the right to those accept those ads and sponsors which it feels is a good fit for its properties and audience.

Please contact us prior to ordering. You can contact us via email at ShawnTierney@InsightsInAutomation.com or viocemail at 413-749-4300.

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

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

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



YouTube Channel

2023 Statistics

YouTube.com/InsightsInAutomation 2023 Stats:

Views		Impressions				
Total	729,876	Total		9,112,256		
Monthly Average	60,823	Monthly Average		759,354		
Total All-Time Views	3,931,719	Total <i>Since October 1, 2018:</i>		42,500,038		
Traffic Source - External		Views	Top Countries		Views	
External	241,569	United States		203,055		
YouTube Search	215,084	India		71,786		
Suggested Videos	117,012	Mexico		32,592		
Browse Feature	74,196	Canada		31,665		
Direct or Unknown	30,682	Brazil		24,201		
Playlists	20,592	UK		18,632		
Channel pages	11,613	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 Raspberri 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
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The 8 Advantages of IO-Link	1,762	
The Next Generation of Automation Systems from Schneider Electric	1,732	
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Siemens Motion Control	1,670	
Prosoft EtherNet/IP to DH+ Gateway	1,623	
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Siemens S7-1500: Advanced PLC Line Overview	1,393	
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Shawn Tierney

Founder, Chief Technology Enthusiast

Milestones

Experience

1990 - 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 (including The Automation Blog, Minute, Podcast & School)	11 Years
2014 - Released first course, Micro Programmable Controller Basics™ (Renamed PLC Basics™)	10 Years
2015 - Went Full-time at Insights In Automation (The Automation Blog, Minute, Podcast & School)	9 Years

2023 Followers

Total Followers	100,310
YouTube (as of 04/06/24):	45,713
The Automation Blog (2023 monthly average – see page 17)	32,049
LinkedIn (as of 04/06/24 – Professional + Business)	22,548

2023 Audience Reach:

Stats

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

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Media Guide

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