



Insights In Automation®



2024

Media Guide

IIA-MG-24-06A-B

IMPACT

Get Your Product or Service Seen by

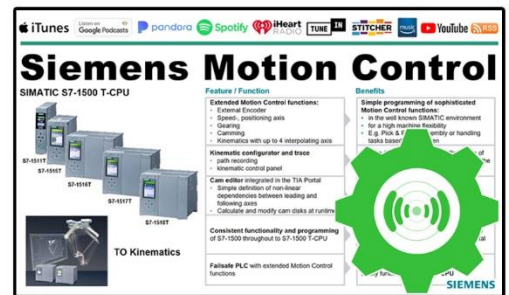
100,000

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

June 2024 Edition, Rev. 06A-B

	Page
Advertising on The Automation Blog	
- About Insights In Automation's websites and shows	4
- Advertising options, image and article details	5
- Advertising worksheet*	6
- Advertising credit card order form*	7
Sponsoring and/or Appearing On our Shows	
- About our Industrial Automation Shows	8
- Getting your products covered	9
- Sponsored versus Unsponsored coverage	9
- Vendor guest appearances	10
- Product hands-on shows	11
- Sponsored product ids, prices, and links to purchase*	12
- Show sponsorship credit card order form*	13
Insights In Automation's Site and Show Statistics for 2023	
- TheAutomationBlog.com 2023 Statistics	14
- YouTube.com/InsightsInAutomation 2023 Statistics	15
- The Automation Podcast Combined 2023 Statistics	16
- The Automation Guy Combined 2023 Statistics	17

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

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, 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 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 Morning Show (AMS)**: Industrial Automation News Show
- **Automation New Roundup (ANR)**: Industrial Automation News Headlines
- **The Automation (Video) 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
- **Virtual Automation User's Group (AUG)**: Users of Industrial Automation Talk News & Tech

2023 Stats:

384,588

Website Unique Visitors

623,502

Webpage Total Views

158,858

Podcast Views/Listens

2,011,148

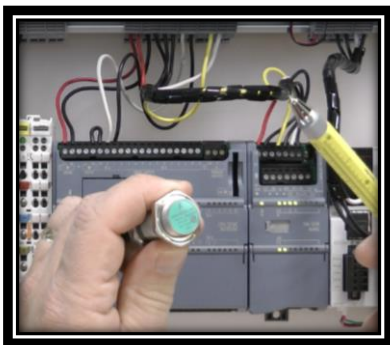
Podcast Impressions

729,876

YouTube Video Views

9,112,256

YouTube Impressions

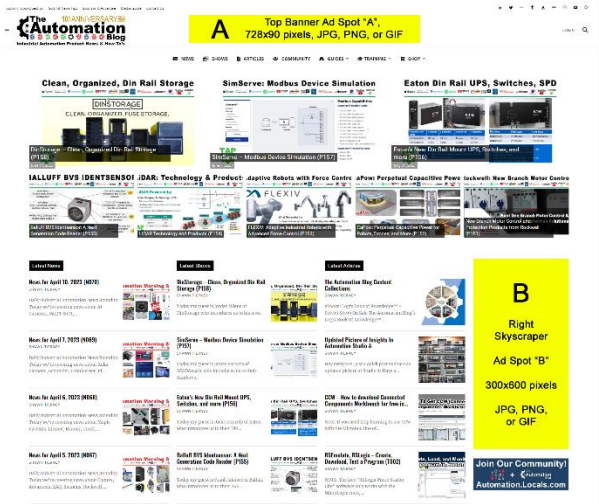




TheAutomationBlog.com

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.

___	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

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

Insights In Automation produces several popular video and podcast series as detailed below:

Shows featuring our staff:

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 Tech Tips (ATT):

Medium length videos of focused tech tips on using product features and functions.

Automation Morning Show (AMS):

Daily Industrial Automation News and Views show.

Automation News Roundup (ANR):

Short recap of the day's top Industrial Automation News Headlines.

Shows focused on guest appearances:

The Automation (video) Podcast (TAP):

Vendor guests come on the show to bring our audience up to speed on products and technologies. This show focuses on visual content (Slides, PDFs, etc.) and does not typically use webcams.

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.

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



Getting Your Products Covered:

Insights In Automation has several popular series that vendors can choose from:

Guest Appearances and Product Sample Coverage			
Engagement	"Automation" Show(s)	Un-sponsored	Sponsored
Vendor Guest Quick Take: Short vendor interview summarizing recent release	Morning Show, Minute (AMS, TAM)	Released to subscribers	Release to subscribers, followers, and public++
Vendor Guest Demo or Tech Tip: Vendor lead product or feature demo hosted by our staff	Demo, Tech Tip (TAD, ATT)	Released to subscribers	Release to subscribers, followers, and public++
Vendor Guest Pres. or Tech Talk: Vendor lead presentation or discussion hosted by our staff	Show & Podcast, Tech Talk (TAP, VTT)	Released to subscribers	Release to subscribers, followers, and public++
Product Hands-on* by our staff: Unboxings, First Looks, & Product How-To's using a Vendor Sample	Minute, Tech Tip, Show (TAM, ATT, TAS)	Released to subscribers	Release to subscribers, followers, and public++

*Hands-On: Un-sponsored versus Sponsored:

Engagement	Sponsorship Price	Requirements	Distribution
Un-sponsored	\$0	Vendor provides a sample and one-on-one how-to session for our host	Released to subscribers
Sponsored	\$499** <small>**Note: Episodes on simple products (photoeyes, proxies, etc.) may be discounted. Contact us for more details.</small>	Vendor provides a sample and one-on-one how-to session for our host	Priority release to subscribers, followers, and public. Plus, vendor chooses week of release and episode released Ad Free (see page 10 and 11 for details)



Vendor Guest Appearances:

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

Un-sponsored (aka no cost) appearances are released to our core audience, while sponsored episodes receive priority release to subscribers, followers, and the general public as well.

For those vendors who’d like to proactively work with us to cover their products, we offer the following options (expanded on from page 9:)

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 to discuss their products or technology. If their proposal is approved by our staff, their guest appearance^ will be featured on an episode that will be released to our subscribers.
Sponsored*	\$499	Vendors who sponsor their appearance help to cover much of our production costs, and in appreciation we have their appearance^ professionally edited, as well as offer the following benefits not available to un-sponsored appearances: A) The episode is released to all subscribers, followers, and the public B) We offer to include up to five vendor links in the show’s description C) We offer expedited release, plus the choice of release week (f.c.f.s) D) The specific episode will be “ad free” for the life of the content Bonus: We currently offer (at no additional charge) a 25K Impression Ad Run on our website (Ad details found on 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@InsightsInAutomation.com

^ 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 appearances 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 appearances, as long as (1) all clips combined don’t total more than 90 seconds, and (2) all clips attribute 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.



Product Hands-On Shows

The Automation Show, Minute, and Tech Tips make up Insights' hands-on video series where our experienced staff share details on industrial automation products with our viewers.

Un-sponsored (aka no cost) episodes are released to our core audience, while sponsored episodes receive priority release to subscribers, followers, and the general public as well.

For those vendors who'd like to proactively work with us to cover their products, we offer the following options (expanded on from page 9:)

Get Your Products Covered on The Automation Show, Minute or Tech Tips:		
Level	Cost	Benefits
Un-sponsored*^	\$0 (Product Sample & Tutorial Req.)	For vendors who'd like to see one of their products make an appearance on our hands-on shows, and are offering 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*^	\$499** (Product Sample & Tutorial Req.)	Vendors who sponsor their product's appearance on our shows help cover much of our production costs. In appreciation, we offer the following benefits not available to un-sponsored appearances: A) The episode is released to all subscribers, followers, and the public B) We offer to include up to five vendor links in the show's description C) We offer expedited release, plus the choice of release week (f.c.f.s) D) The specific episode will be "ad free" for the life of the content Bonus: We currently offer (at no additional charge) a 25K Impression Ad Run on our website (Ad details found on 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@InsightsInAutomation.com

** The price for a sponsored hands-on could vary based on your product's complexity, with simple products potentially costing less. That said, all hands-on episodes do require the vendor provide a sample as well as a one-on-one "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 vendor samples fall into the same category as products produced by a customer using a vendor sample, meaning that the work we produce is copyrighted solely by Insights In Automation, and may not be copied, edited, embedded, altered, republished, or redistributed without our written consent, regardless of if the products covered were sampled or not.



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

*Please contact us prior to ordering at ShawnTierney@InsightsInAutomation.com or 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

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 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

Insights In Automation®
PO Box 454
Cheshire, MA 01225

