

WHO IS THE PLCTALK COMMUNITY?

220,000+ Engineers. One Million Conversations.



PLCtalk is the world's largest online community for automation engineers, PLC programmers, and controls professionals. This brief gives marketing leaders the data to evaluate whether this audience matches their target buyers.

229,625

REGISTERED MEMBERS

Organic community growth over 20+ years.

1,008,862

TOTAL FORUM POSTS

Practitioner-to-practitioner conversations — not editorial content

142,425

FORUM THREADS

Active Q&A, troubleshooting, system design, product evaluation

600K+

MONTHLY PAGE VIEWS

Engineers in active research and problem-solving mode every month

ABOUT THIS COMMUNITY

PLCtalk was founded in 1998 and has grown entirely through word of mouth among automation professionals. It was not built by a publisher or media company. It was built by engineers who needed a place to solve hard problems — and kept coming back because the community solved them better than anything else.

That origin matters for marketers. The trust engineers place in this community is **peer trust**, not editorial trust. Recommendations here carry more weight than branded content because they come from practitioners with real-world experience — people who have actually deployed the systems, debugged the code, and lived with the consequences of a bad product decision.

The forum's dominant section — **PLC Questions and Answers** — contains 142,425 threads and more than one million posts. On any given day, 1,200+ members are active. These are working engineers solving active production problems — not students, not hobbyists.

COMMUNITY DEPTH INDICATOR

"A single PLCtalk troubleshooting thread has accumulated 61,000+ views — read by more engineers than most industrial B2B campaigns reach in a quarter. Threads from 2009 are still receiving replies today. That is the compounding value of practitioner trust."

GEOGRAPHIC DISTRIBUTION

Americas

57%

United States primary · Canada secondary

EMEA

27%

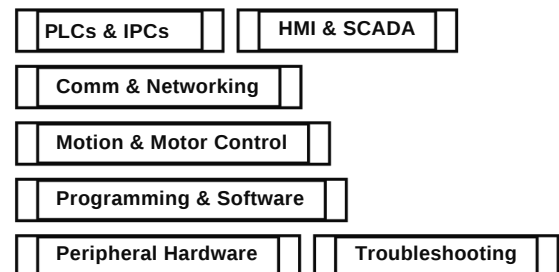
Germany and United Kingdom top markets

APAC

16%

High-growth industrial automation markets

CONTENT CATEGORIES



COMMUNITY ACTIVITY

1,200+ members active on any given day. Forum threads remain indexed and searchable indefinitely — brand exposure compounds over time rather than ending when spend stops.

Why This Audience Is Different — And Why It Matters to Your Pipeline

What engineers in this community are doing, and what that means for your marketing program

WHAT ENGINEERS ARE ACTUALLY DOING HERE

Troubleshooting Active Production Problems Engineers post when machines are down. Analog input calibration failures, network faults on DLR rings, firmware mismatches, hardware connectivity issues. This is high-urgency, high-intent engagement — not casual browsing. These are "the machine is down and I'm sweating" posts.	Evaluating Products & Platforms "Which PLC family handles this application?" "Has anyone used [Brand] for this use case?" Peer recommendations drive more than 50% of industrial product evaluations. PLCTalk is where those recommendations form — before the sales team ever makes contact.	Building & Designing Systems Logic design, AOI development, system architecture, integration planning. Engineers consult the community before specs are finalized. Brand visibility here means presence before the BOM is locked — the highest-value moment in the industrial automation buying cycle.	Integration & Interoperability PLC-to-HMI (FactoryTalk, PanelView), PLC-to-third-party devices (Modbus, Ethernet/IP), mixed-ecosystem setups. Complex, high-value projects where the right recommendation at the right moment wins the specification.
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HOW COMMUNITY REACH COMPARES TO PUBLICATION DISPLAY

FACTOR	TRADE PUBLICATION DISPLAY	PLCTALK VIA SPARKWIRE
AUDIENCE INTENT	—Unknown — may be casual reading or active research	✓ Active problem-solving, product evaluation, system design
AD BLOCKING	—40%+ of technical professionals use ad blockers	✓ Community-native placements inside content — not blocked
PEER VALIDATION	—Not possible — one-way content delivery	✓ Brand present in the conversations that shape purchase decisions
TIMING SIGNAL	—No intent data — reach is broad, timing unknown	✓ Behavioral intelligence identifies engineers in active evaluation
CONTENT LONGEVITY	—Exposure ends when spend stops	✓ Threads indexed and searchable indefinitely — exposure compounds

READY TO REACH THIS AUDIENCE?

Talk to the SparkWire Team

We'll show you exactly how PLCTalk's audience maps to your target buyer profile, what placement options are available, and what a pilot program looks like for your specific product category. Most clients are up and running within two weeks.

sparkwire.com/contact →

ALSO AVAILABLE

Download the Full SparkWire Media Kit

Placement options, formats, targeting capabilities, and rate information across the SparkWire community network. Includes audience data for Electronics-Lab and PLCTalk.

[Get the Media Kit](#) →