



The bISME The Business (of) Irish SME

The bISME (formerly, The Owner Manager) is the official online magazine of ISME, the only independent representative association for Small and Medium Enterprises in Ireland.

According to the latest figures from the Central Statistics Office (CSO), there are 248,344 Small and Medium Enterprises active in Ireland. SMEs play a major role in Ireland's economic development in terms of production, employment generation, contribution to exports and facilitating equitable distribution of income. The latest CSO Business Demography results from 2015 show that 968,881 people are employed by SMEs.

The bISME is sent to SMEs across the country and the new-look publication will carry comprehensive editorial content including: news; interviews with leading business figures; ISME services and lobbying updates; member profiles; HR; finance; topical issues facing Irish SMEs; work life balance articles; and, lots more.

Every issue of The bISME is emailed to the ISME database, published on the ISME website, and is promoted through ISME online channels.

Readership includes the key decision-makers/owner managers across a range of sectors extending to: retail, manufacturing, service, agriculture, wholesale, construction, distribution, transport and media. The mailing list also includes government departments and non-member business subscribers.

Circulation: 20,000

What is an SME?

There are three classifications that comprise the SME sector:

A Micro Enterprise is an enterprise that has fewer than 10 employees and has either an annual turnover and/or annual balance sheet not exceeding €2 million;

A Small Enterprise is an enterprise that has fewer than 50 employees and has either an annual turnover and/or an annual balance sheet total not exceeding €10 million;

A Medium Enterprise has fewer than 250 employees and annual turnover below €50 million or balance sheet below €43 million.

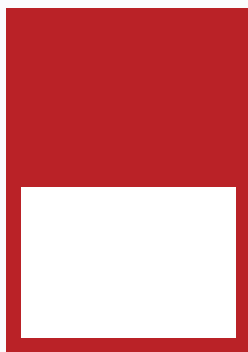


Technical Specifications:	
Full page	210mm x 297mm
Half page	185mm x 132mm

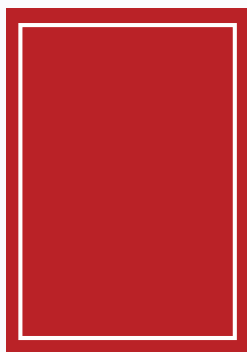
Advertising rates	
ISME Members	Non-ISME Members
Full page: €300	Full page: €600
Half page: €175	Half page: €350



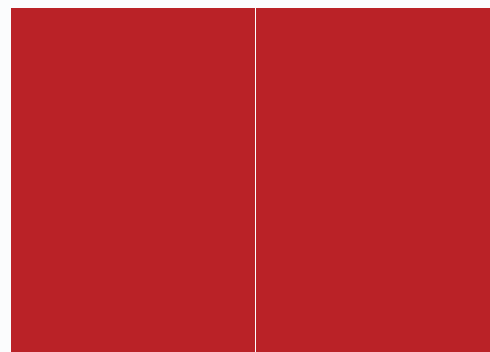
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Sponsorship, discounted series rates and other sizes also available by negotiation

Editorial

Submissions for focus sections are welcome for consideration.

FOR MORE INFORMATION PLEASE CONTACT:

Ciara Whooley
Email: ciara@isme.ie