

THE **bISME**

THE BUSINESS OF IRISH SMEs



The bISME is the official online magazine of ISME, the only independent representative association for SMEs in Ireland.

The bISME is sent to businesses across the country and carries comprehensive editorial content including: news; interviews with leading business figures; ISME services and lobbying updates; member profiles; HR; finance; topical issues facing Irish SMEs; lifestyle 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.

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