

THE **b**ISME

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.

Circulation: Over 15,000

RATE CARD	
Member	Non Member
Full Page €400	Full Page €750
Half Page €220	Half Page €410

SPECIFICATIONS	
Full Page - vertical	210mm x 297mm
Half Page	185mm x 132mm No
Bleed	bleed / crop marks needed
Resolution	300 DPI
File format	PDF with RGB colour

Package deals at discounted rates are also available
Please email marketing@isme.ie
for further information on advertising