

# 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.

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