

A CASE STUDY

AIOS Times

How India's largest ophthalmic society got a magazine worthy of its members.

CLIENT — All India Ophthalmological Society (AIOS)

SCOPE — Editorial design system · Quarterly production · Clinical monographs and text books · Social media extension

DURATION — January 2024 – ongoing

THE STARTING POINT.

The All India Ophthalmological Society is one of the largest ophthalmological societies in the world — over 26,000 members, a history stretching back to 1930, and an annual conference that draws the entire profession. A society of that stature communicates with its members constantly. What it lacked was a publication that looked like it belonged to it.

AIOS Times existed before we arrived. But it appeared sporadically — a handful of issues spread across six years — and each one was assembled rather than designed. For a body whose members read the world's best-produced international journals, the gap between the society's standing and its printed voice was visible on every page.

BEFORE.

Cataract



You can implant artificial lenses into your natural lens. Artificial lenses are implanted into the eye of a patient who has a cataract. The artificial lens is made of a special material that is clear and does not get cloudy like a natural lens. It is implanted through a small incision in the eye. The artificial lens is made of a special material that is clear and does not get cloudy like a natural lens. It is implanted through a small incision in the eye.

Neuro-ophthalmology



Neuro-ophthalmology is the study of the relationship between the eye and the brain. It is a branch of ophthalmology that deals with the diagnosis and treatment of diseases of the eye and the brain. It is a branch of ophthalmology that deals with the diagnosis and treatment of diseases of the eye and the brain. It is a branch of ophthalmology that deals with the diagnosis and treatment of diseases of the eye and the brain.

AND NOW.

AIOS TIMES

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THE BRIEF.

The society's editorial leadership had a clear ambition: a member magazine that ophthalmologists would actually want to open. Not a bulletin. Not a circular. A quarterly publication with the pace, hierarchy, and visual confidence of a newsstand title — built on the clinical rigour the specialty demands.

Our job was to design the system that could deliver that ambition four times a year, every year, without fail.

WHAT WE BUILT.

- An editorial design system, not a template.

A typographic hierarchy that lets a 180-page issue breathe — feature openers with room to be dramatic, data pages engineered for scanning, clinical imagery treated with the respect it deserves. Recurring sections carry consistent visual signatures so a member can navigate an issue by instinct.

- Print and digital, from day one.

The redesigned first issue was built for digital release. The layout was well-received enough that senior members wanted something they could hold — so AIOS Times has run as a simultaneous print and digital edition since its very first issue under the new system, not as a later addition once the digital version proved itself.

- An infographic language for the specialty.

Ophthalmology produces numbers — surgical volumes, screening data, epidemiology. We built a visual vocabulary that turns those numbers into pages members photograph and forward, rather than tables they skip.

- A production cadence that has never slipped.

Since the January–March 2024 issue, AIOS Times has published every quarter without exception — ten consecutive issues, with the eleventh in production. In society publishing, where journals routinely stall between committee terms, consistency is the rarest deliverable of all. Cadence is the product.

The full run is publicly archived and independently verifiable at edu.aios.org/aios-times.

BEYOND THE QUARTERLY.

The system extended naturally into the society's wider publishing:

- Text books/Monographs.

Designed as reference works: dense clinical content, tables reproduced under international academy permissions, imagery handled to diagnostic standards. The natural next step.

- The journal's Instagram presence.

Each issue translated into a designed social grid, so the publication lives beyond the PDF and reaches members where they scroll.

THE COMMERCIAL TURN.

In 2026, AIOS Times opened to paid advertising for the new design system issues.

This is the milestone worth reading slowly. Advertisers do not buy pages out of goodwill; they buy readership they believe in. Two and a half years after the redesign, the society's member magazine had become a property sponsors wanted space in — which changes what the publication *is*. A well-designed member magazine is a cost a society bears for its members. A member magazine that attracts advertising is an asset that pays for itself.

From the current volume, we are extending the design system to carry it: advertising placement architecture that protects editorial integrity — ad positions planned into the pagination rather than dropped onto it, ratios that keep the reading experience intact, and specifications that give advertisers pages worth paying for.

THE NUMBERS.

Readership | 26,000+ AIOS members

Cadence | 10 consecutive quarterly issues since Jan–Mar 2024, 11th in production — publicly verifiable at edu.aios.org/aios-times

Format | Simultaneous print and digital edition, from the first redesigned issue

Scale | Up to 180 pages per issue

Commercial | Opened to paid advertising, 2026

WHAT THIS MEANS FOR YOUR SOCIETY.

Most professional bodies in India have an indexed journal handled by an academic publisher — and a member-facing publication handled by no one in particular. That second publication is the one your members actually read, the one sponsors actually see, and the one that shapes how your society is perceived between conferences.

That is the publication we design — and, as AIOS Times has shown, designed well enough, it stops being a line item and starts earning its keep.

Subhojit For Sale (SFS) is a New Delhi-based design studio specialising in publication design for professional and medical associations — member magazines, monographs, guideline booklets, and conference collateral, delivered as a system and on a schedule.