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Heliweb Magazine Reveals Rebranding and New Chinese Partnership
Chinese General Liang Dehao Will Speak at Media Event

Heliweb Magazine completed a rebranding initiative on February 26th, 2018, becoming Collective Magazine. The name was chosen to resonate with pilots and the helicopter community through its relatability to a flight control and because the industry is a "Collective" of people passionate about helicopters and aviation.

The new brand will be formally introduced at a press conference open to attendees of Heli Expo 2018 that will take place in room N110 at 11 am today. The Collective team will also announce their new business partnership with Up Air Tianjin LTD, which will focus not only in providing news content from China but also provide assistance to the western helicopter market looking to participate in the emerging Chinese helicopter market.

Collective Magazine is now the first helicopter trade magazine in the Chinese aviation market, providing aviation companies worldwide access to opportunities not available through any other publication.

With seventy percent of all new global commercial helicopter sales in 2017, China is quickly becoming an industry powerhouse. Collective China will create the first advertising gateway for both Western aviation business and Chinese companies to increase their brand exposure in this market. Along with the current Heliweb Magazine subscriber base, this partnership will see Collective distributed directly to all 300 plus Chinese General Aviation companies on a monthly basis, creating extensive advertising opportunities for OEMs.

Collective will commence distributing print copies of the magazine under the new branding on the first day of the Heli Expo show in Las Vegas and begin publishing a Chinese language version of the magazine shortly after. The popular Heliweb Magazine news website has already completed the transformation to Collective with social media branding to follow.

CEO of Up Air Tianjin LTD Sun Shaungyin explains, "We're excited to have the first helicopter publication in both China and the Western World. Our goal is to be the #1 magazine of this type in the world."

Guest speaker Chinese General Liang Dehao will open the February 26th press conference by sharing the history of his extensive military aviation background, which includes expeditions to the Arctic and Antarctica as well as his background working in the helicopter industry both in the United States and China. General Liang is a staunch supporter of developing proper communication and aviation practices amongst Chinese
general aviation operators.

"Collective China will provide a strong educational influence for non-military Chinese operators and better position them to safely compete in international markets," said General Liang.

"Moving to the Collective brand has been almost two years in the making for us," said Collective CEO Ryan Mason. "We have always focused on looking for new and innovative opportunities for our advertisers and strive to provide a magazine that not only highlights those who deserve recognition but is also something our industry truly looks forward to reading. We focus on doing good things for good people as a guiding principle in how we do business. For us, China was always going to be the next step in becoming a truly global publication. That includes having on the ground resources to provide more than just a cursory overview and the impression of covering a global market. We are very excited to begin this journey with our Chinese team from Up Air Tianjin, and we can't wait to provide something new to the industry."

Opportunities to set up advertising in future editions of the magazine will be available at the event. For more information, please visit www.collectivemag.com or contact Alison Martin at alison@collectivemag.com You can also connect with Collective personnel during Heli-Expo in Booth N3308 and find the first edition of the magazine at the show.

**About Collective Magazine**

Since 2013, Heliweb Magazine has worked to develop a trusted relationship with the industry, providing cutting-edge news, while staying on top of technology advances in news media distribution. As the company expands into China, rebranding to Collective will help position the magazine as a global journalism powerhouse providing advertising opportunities for the global helicopter market not available from competitors in the market.