



THE BROTHERS WAR

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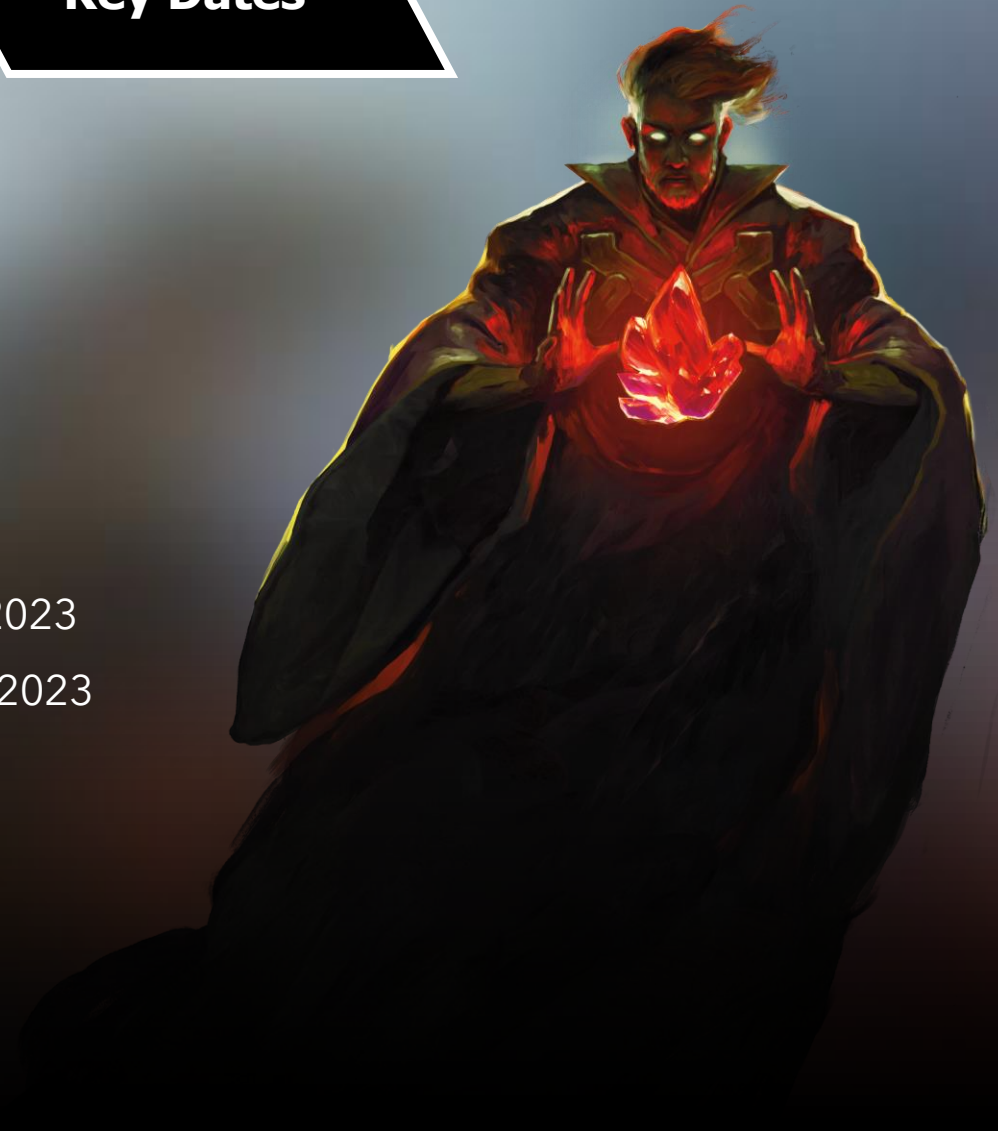


Choose your topic!



Key Dates

- Prerelease: 11-17/11/2022
- Release: 18/11/2022
- Launch Party: 18-20/11/2022
- Friday Night Magic: 18/11/2022 to 20/01/2023
- Commander Nights: 21/11/2022 to 26/01/2023
- Game Day: 03-11/12/2022
- Commander Party: 16-18/12/2022



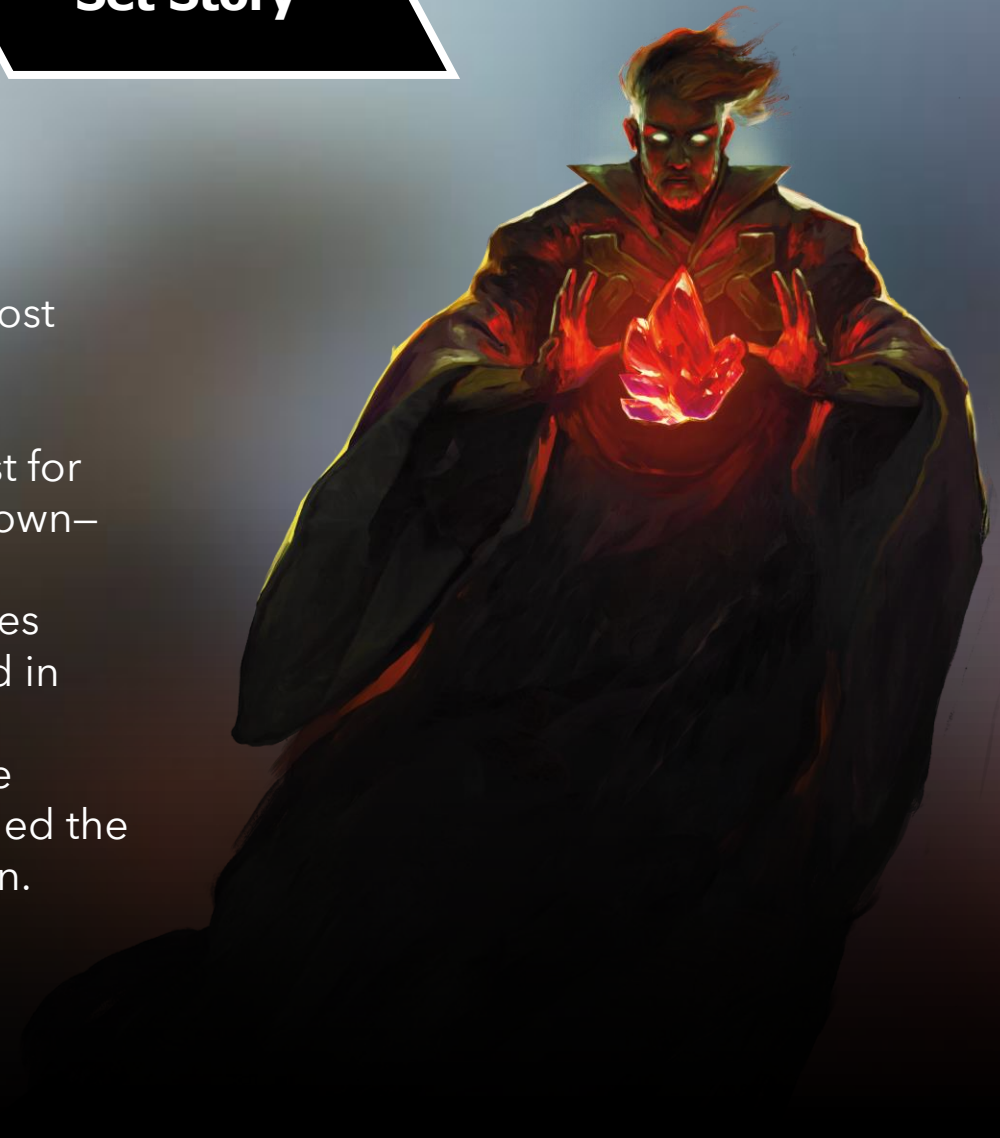
Choose your event!



Set Story

The Brothers' War is the epic retelling of the most consequential event in the Multiverse. This far-reaching epic event sets in motion nearly all that Magic is today, including being the catalyst for unleashing the greatest evil Magic has ever known—the Phyrexians.

After the events of Dominaria United, our heroes must peer into the past to save their future, and in doing so, they reveal the true story of the clash between the brothers Urza and Mishra. Prepare yourself for an unprecedented clash that decided the fate of all living things—and may do so yet again.



Peer into the past to save the Future!



THE BROTHERS' WAR

Early Sales Promotion

For *The Brothers' War*, your Prerelease Early Sales are unlimited—you can sell any product in any quantity during Prerelease week, in stores only, from full boxes to single boosters or even single cards. In addition, you'll have the chance to run Booster Draft events during Prerelease week, giving your more experienced players the chance to explore the new set even earlier than before.



New The Brothers' War Sales Opportunities



THE
BROTHERS
WAR

Set Boosters



CONTENT

Display holds 30 *The Brothers' War* Set Boosters
12 Magic: The Gathering cards in each booster
1 Ad/Token Card in each booster
1 Art Card in each booster

KEY SELLING POINTS

Best MTG Booster to open for fun
1 to 5 Rare or Mythic in each booster
1 Traditional Foil in each booster
Chance at the list (25% of the Set Booster contains a special card from Magic's history)

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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The booster for the best opening experience



THE
BROTHERS
WAR

Draft Boosters



CONTENT

Display holds 36 *The Brothers' War* MTG Draft Boosters
15 Magic cards in each booster
1 Token/Ad card in each booster

KEY SELLING POINTS

Best booster for drafting *The Brothers' War*
At least 1 card of rarity Rare or higher in every booster
1 Traditional Foil card in 33% of booster
Traditional Foil Borderless Mythic Planeswalker in < 1% of boosters
Land card replaces a Common in 25% of boosters
Traditional Foil of any rarity replaces a Common in 33% of boosters

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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The booster made for Limited play!



THE
BROTHERS
WAR

Collector Booster



CONTENT

Display holds 12 *The Brothers' War* MTG Collector Boosters
15 Magic cards in each booster
1 foil token in each booster

KEY SELLING POINTS

Full of rares, foils, and special treatments
Every booster contains a total of 10-11 Foil cards
1 special Mythic Rare in each booster
5 cards of rarity Rare or higher in each booster

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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Direct access to all the hottest cards in the set!



THE
BROTHERS
WAR

Jumpstart Boosters



CONTENT

Display Holds 18 *The Brothers' War* Jumpstart Boosters
20 Magic cards in each booster

KEY SELLING POINTS

The Brothers' War Jumpstart Boosters contain 20 Magic cards (including all the lands you need to play)
2 Traditional Foil Land cards in every pack
2 Rare cards in every pack—including 1 card from a pool of Rares not found in the BRO main set
Each pack has 1 of 5 possible themes and each theme comes in 2 variants—mix and match for wild mashups

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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Grab 2 Jumpstart packs, shuffle, and you're ready to rumble



THE
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WAR

Commander Decks



CONTENT

- 98 Non Foil Cards
- 2 Traditional Foil
- 1 Foil-etched Display Commander
- 10 Tokens
- 1 Lifetracker
- 1 Deck Box

KEY SELLING POINTS

- 2 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- Introduces 10 Mtg Cards Not Found In the BRO Main Set

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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The best product to start playing Commander!



THE
BROTHERS
WAR

Bundle



CONTENT

8 *The Brothers' War* Set Boosters
1 foil alt-art promo card
40 basic land cards (20 foil + 20 nonfoil)
Spindown life counter (red or green) + card storage box

KEY SELLING POINTS

Contains an Exclusive Promo Card
Storage Box is much appreciated by players and collector

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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The Ultimate Fan Kit!



THE
BROTHERS
WAR

Bundle Gift Edition



CONTENT

8 *The Brothers' War* MTG Set Boosters
1 *The Brothers' War* Collector Booster
1 Traditional foil Transformers Mythic Rare card
1 foil promo card with bundle-exclusive art
40 basic land cards (20 foil + 20 nonfoil)
Special Gift Bundle Spindown life counter + foil card storage box

KEY SELLING POINTS:

Deluxe bundle full of exclusive accessories and cards that will transport fans back to beloved styles and storylines from 1990s *Magic*.

1 Traditional Foil Transformers Mythic Rare card
Foil storage box is much appreciated by collectors

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
2 DEC.2022

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The Perfect Gift for the Ultimate Magic Fan!



THE
BROTHERS
WAR

Prerelease Pack



CONTENT

- 6 *The Brothers' War* Draft Boosters
- 1 foil, year-stamped Rare or Mythic Rare
- 1 MTG Arena code card (only available in select regions)
- 1 deck box
- 1 Spindown die

KEY SELLING POINTS

- First opportunity for players to play an event with new cards!
- 2 Set Booster as prize support for each kit

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
18 NOV.2022

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The first product for players to experience the set in an event!



THE BROTHERS WAR

Promo Material



**Welcome
Booster**



Wood Elves



Wall of Roots



Windfall



Loyal Retainers



**Promo Pack
(Regular & Foil)**

30th Anniversary Promo



**Buy-a-Box
Promo**



**Bundle
Promo**



Participation



Top 8



Winner



**Bring a Friend
Promo**

3 Game Day Promos

How to reward players and customers!



THE BROTHERS' WAR

Card Treatment



**Transformers cards
(regular)**



**Transformers
Shattered Glass**



**Transformers
Shattered Glass Foil**

Transformers come to *Magic*!

The Brothers' War is the first time
Universes Beyond comes to a main set

Transformer Cards (Regular):

- Found in Set, Collector & Bundle products
- 1 Transformer in each Collector Booster
- 1 Transformer in Every Bundle

Transformer Shattered Glass:

- Found only in Collector Boosters

Transformers Shattered Glass Foil

- Found only in Collector Boosters

What are you looking for?



THE
BROTHERS
WAR

Card Treatment



Retro Artifacts



Schematic Artifacts



Serialized Schematic Artifacts

Retro Card Frames

All retro frame artifacts feature their own set symbol. 63 different cards can have the below treatments

Retro Artifacts:

- Found in Set, Draft & Collector boosters
- 1 in every booster
- Can be foil and non-foil

Retro Frame Schematic Artifact:

- Can be found in Set, Draft & Collector products
- Can be foil and Non-Foil

Serialized Retro Frame Schematic Artifact:

- Found only in Collector Boosters
- 500 of each of the 63 schematic cards are serialized 1-500

What are you looking for?



THE BROTHERS WAR

Card Treatment



Showcase Mech Basic Lands



Extended Treatments for Urza and Mishra



Retro Frame Commander

Showcase Mech Basic Lands

- Found in Set, Draft & Collector boosters

Retro Frame Commander

- Found in all Commander Decks. Every card in the Commander Decks will be Retro framed.

Extended Treatments for Urza and Mishra

- This Modern Frame can be found only in Collector Boosters

What are you looking for?



THE BROTHERS WAR

PLANOGRAMS EXAMPLES



THE
BROTHERS
WAR

Planograms

BACK COUNTER



100 X 75 CM
3 shelves

- 12 Starter Kit
- 2 Jumpstart Display
- 4 Collectors Booster Display
- 2 Gift Bundles
- 2 Bundles
- 2 Draft booster Display
- 12 commander
- 2 Set Booster Display



The planograms are provided for inspiration only. Back counter planograms can include all products of *The Brothers' War*



THE
BROTHERS
WAR

Planograms



Empty spaces are for other releases
and/or back catalogue products

90 X 50 CM
2 shelves

- 4 Starter Kit
- 4 commander
- 2 Bundles
- 2 Gift Bundles
- 1 Jumpstart Display
- 1 Draft booster Display
- 1 Set Booster Display
- 1 Collectors Booster Display

BACK COUNTER



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THE
BROTHERS'
WAR

Planograms



Empty spaces are for other releases
and/or back catalogue products

60 X 80 CM
3 shelves

- 4 Starter Kit
- 4 commander
- 2 Bundles
- 1 Jumpstart Display
- 1 Draft booster Display
- 2 Gift Bundles
- 1 Set Booster Display
- 2 Collectors Booster Display

BACK COUNTER



The planograms are provided for inspiration only. Back counter planograms can include all products of *The Brothers' War*



THE
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Planograms

IN STORE



Empty spaces are for other releases
and/or back catalogue products

90 X 25 CM
1 shelf

8 Starter Kit
2 Bundles
4 commander



Planograms are provided for inspiration only. These planograms do not include boosters for safety reasons



THE
BROTHERS
WAR

Planograms

IN STORE



Empty spaces are for other releases and/or
back catalogue products

60 X 50 CM
2 shelves

4 Starter Kit
4 Bundles
4 Starter Kit
4 commander



Planograms are provided for inspiration only. These planograms do not include boosters for safety reasons