



DOMINARIA UNITED

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Choose your topic!

Prerelease: 02-08/09/2022

Release: 09/09/2022

Launch Party: 09-11/09/2022

Friday Night Magic: 09/09-04/11/2022

Commander Nights: 12/09-10/11/2022

Game Day: 17-25/09/2022

Store Championship: 15-23/10/2022

WPN Premium Exclusive

Commander Party: 30/09-02/10/2022

Something to keep in mind!



Where it all began.
30 years ago, a high fantasy plane set the stage for the battles of planeswalkers and titans of wizardry. It was filled with elves and goblins and dragons and angels spread across beautiful landscapes where the crack of spellcasting could be heard. Evocative and inviting, the rich depth of stories to be told was just beginning to be realized.
Dominaria, after all, is the legendary setting for the first Magic release nearly 30 years ago.

The place where all it started!



Only for Dominaria United, the Prerelease Early Sales Promotion has been expanded to include Collector Booster Displays for all WPN stores in the following regions:

United States
Canada
Japan
Asia
Australia
New Zealand

In addition, WPN Premium stores in the above regions have an increased allocation of Prerelease Early Sale Promotion Collector Booster Boxes, compared to other stores with the same play metrics.

Moreover, the new Jumpstart will be available as a part of the Prerelease Experience too!



New Dominaria Sales Opportunities!

For Europe, the Middle East and Africa (EMEA), we're doing something new with Dominaria United.

To kick-start our upcoming Magic: The Gathering 30th anniversary celebrations and celebrate the eagerly-awaited return to the plane of Dominaria, we're delighted to announce that for the first time ever...

Wizards of the Coast will be releasing all Boosters, Bundles and Commander Decks for Dominaria United as a special sales promotion in WPN stores in EMEA as of the pre-release weekend, starting September 2nd



All products available starting September 2nd

New Dominaria Sales Opportunities!

RELEASE DATE
9 SEPT. 2022

KEY SELLING POINTS

- New product available also for a new exciting Prerelease experience!
- 2 Rare cards in every pack including 1 new card not found in the DMU main set
- Each pack contains cards with 1 of 10 possible themes
- Grab 2 Jumpstart packs, shuffle, and you're ready to rumble

CONTENTS

20 Cards Booster
2 Traditional Foil Land

IDEAL FOR

- ✓ **New to Magic**
- ✓ **Casual Fan**
- ✓ **Engaged Fan**
- ✓ **Collector**
- ✓ **Gift Buyer**

Click on
product
For digital
asset



Open, Shuffle, PLAY!

RELEASE DATE
9 SEPT. 2022

KEY SELLING POINTS

- 5 to 6 Rare or Mythic in each pack
- Lots of Foil and Special Treatments
- At least 2 foil Legendary Creatures
- Lost Legends—card from the 1994 set, Legends, in 3% of Collector Boosters

CONTENTS

15 Cards Booster
1 Foil Token

IDEAL FOR

- ☐ New to Magic
- ☐ Casual Fan
- ☒ Engaged Fan
- ☒ Collector
- ☒ Gift Buyer

Click on product
For digital
asset

3% of
Collector
Booster will
hold a Lost
Legends
Cards



Direct access to all the hottest cards in the set!

RELEASE DATE
9 SEPT. 2022

KEY SELLING POINTS

- Best MTG Booster to open for fun
- 1 to 4 Rare or Mythic in each pack
- 1 Legendary Creature in each pack
- 1 Traditional Foil in each pack

CONTENTS

12 Cards Booster
1 Ad/Token Card
1 Art Card
Chance at the List

IDEAL FOR

- ✓ **New to Magic**
- ✓ **Casual Fan**
- ✓ **Engaged Fan**
- ✓ **Collector**
- ✓ **Gift Buyer**

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For digital
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The booster for the best opening experience

RELEASE DATE
9 SEPT. 2022

KEY SELLING POINTS

- **Best booster for drafting**
- **1 Legendary Creature in each pack**
- **1 in 3 packs contain a Foil Card**

CONTENTS

15 Cards Booster
1 Ad/Token Card

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IDEAL FOR

- ☐ New to Magic
- ☒ **Casual Fan**
- ☒ **Engaged Fan**
- ☐ Collector
- ☐ Gift Buyer



The booster made for Limited play!

**RELEASE DATE
9 SEPT. 2022**

KEY SELLING POINTS

- 2 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack
- Introduces 10 Mtg Cards Not Found In The Main Set

CONTENTS

**98 Non Foil Cards
2 Traditional Foil
10 Tokens
1 Lifetracker
1 Deck Box**

IDEAL FOR

- ☐ New to Magic
- ☒ Casual Fan
- ☒ Engaged Fan
- ☒ Collector
- ☐ Gift Buyer

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product
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asset**



*Each Commander Deck holds a Collector Booster Sample Pack which contains two cards from DMU collector boosters



The best product to start playing Commander!

RELEASE DATE
9 SEPT. 2022

KEY SELLING POINTS

- Contains Exclusive Promo Card
- Storage Box Is Much Appreciated By Players

CONTENTS

8 Set Boosters
**40 Basic Lands (20 Regular
+ 20 Foil)**
1 Spindown Die

IDEAL FOR

- ☐ New to Magic
- ☒ Casual Fan
- ☒ Engaged Fan
- ☒ Collector
- ☒ Gift Buyer

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The Ultimate Fan Kit!

RELEASE DATE
2 SEPT. 2022

KEY SELLING POINTS

- First Opportunity for Players To Open New Cards!
- 2 Set Booster As Prize Support For Each Kit

CONTENTS

6 Draft Booster
1 Foil, Year Stamper Rare
or Mythic Rare
1 Deck Box
1 Spindown die

IDEAL FOR

- ☐ New to Magic
- ☒ Casual Fan
- ☒ Engaged Fan
- ☒ Collector
- ☒ Gift Buyer



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The first product for players to experience the set!



Stained Glass Basic Lands

Borderless

Extended Art



Legend Retold Box Topper

Foil Etched Legend

Lost Legends

Phyrexian Card Treatment

Ajani Planeswalker 5 Different Versions

Stained Glass Card

Textured Foil

What are you looking for?



**Welcome
Booster**



**Promo Packs
(normal and foil)**



Box Topper

Participation



Top8



Winner



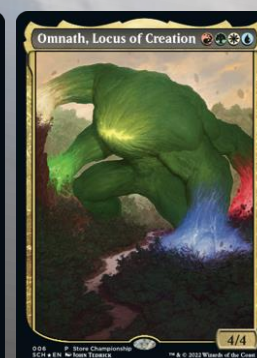
Participation



Top8



Winner



**Buy-a-Box
Promo**

3 Game Day Promos

3 Store Championship Promo

How to reward players and customers!

These are the first three of the 30 promo cards available at Prerelease events, celebrating each of Magic's 30 years.

Each promo card is a reprint, chosen from and releasing in chronological order by the year it was first printed. Some promos will be rarer than others, and while many of these promo cards will be in English only, seven will only be available in another language where Magic is available - the first being Fyndhorn Elves available only in German as shown!

Reward these promos to players that participate in Prerelease however you see fit. Give priority to players that preregister for your events. The surplus promo policy does apply to all Magic 30th Anniversary Promos



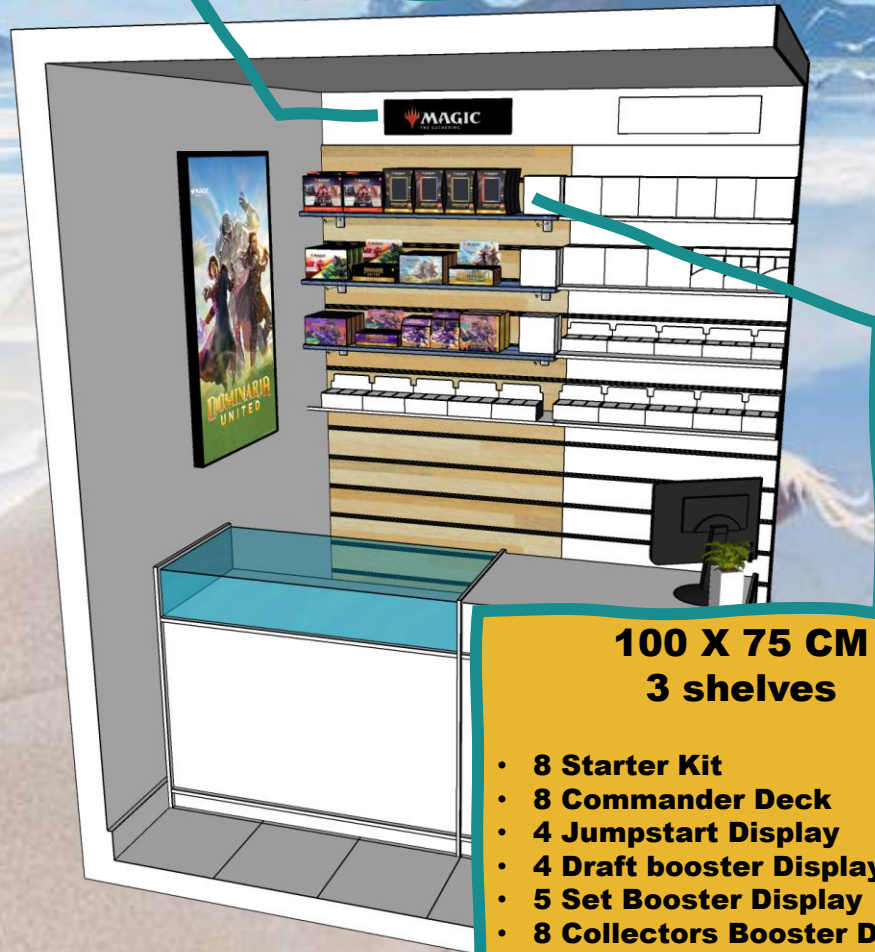
Incredible promo cards for your players!



DOMINARIA UNITED

Planograms Examples

BACK COUNTER

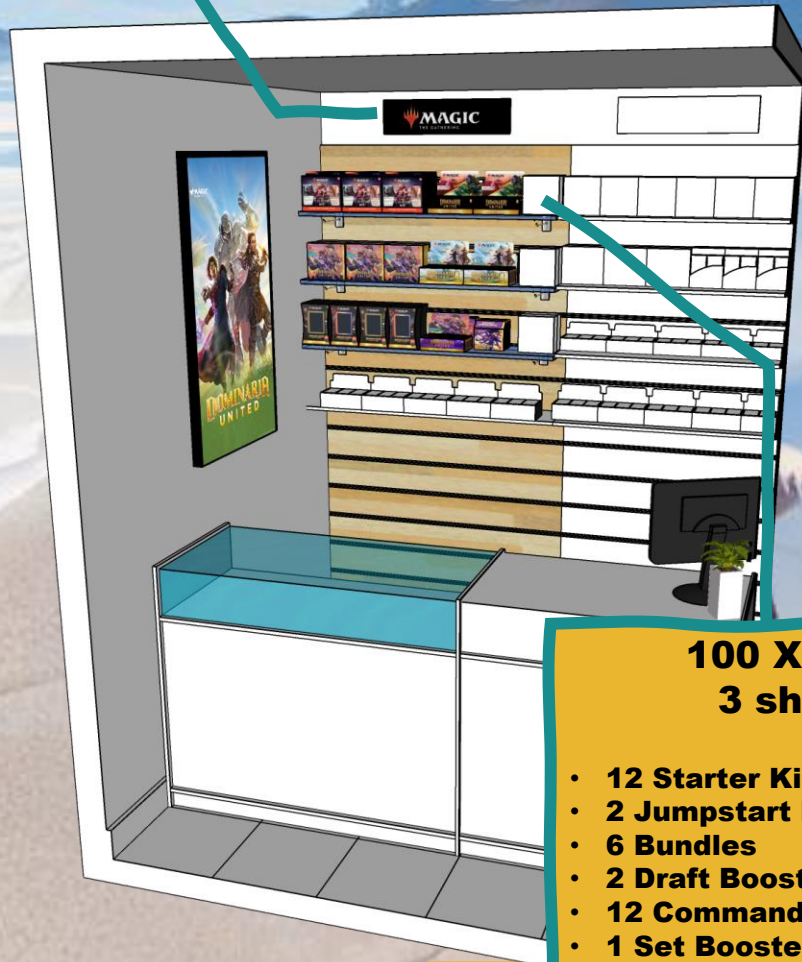


**100 X 75 CM
3 shelves**

- 8 Starter Kit
- 8 Commander Deck
- 4 Jumpstart Display
- 4 Draft booster Display
- 5 Set Booster Display
- 8 Collectors Booster Display
- 2 Bundles



BACK COUNTER



**100 X 75 CM
3 shelves**

- 12 Starter Kit
- 2 Jumpstart Display
- 6 Bundles
- 2 Draft Booster Display
- 12 Commanders Decks
- 1 Set Booster Display
- 2 Collector Booster Display



*The planograms are provided for inspiration only. These planograms include all products of Dominaria United

BACK COUNTER



**60 X 75 CM
3 shelves**

- 8 Starter Kit
- 6 commander decks
- 1 Jumpstart Display
- 1 Draft Booster Display
- 2 Bundles
- 1 Set Booster Display
- 2 Collector Booster Display



IN-STORE



**60 X 50 CM
2 shelves**

- **8 Starter Kit**
- **2 Bundles**
- **12 Commander Decks**



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

IN-STORE



**60 X 50 CM
2 shelves**

- **6 Starter Kit**
- **4 Bundles**
- **6 Commander Decks**



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