



THE  
LOST CAVERNS  
OF  
IXALAN



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### Dates

#### Prerelease:

**10 November 2023**

#### Release:

**17 November 2023**

#### Open House:

**17 to 19 November 2023**

#### Friday Night Magic:

**17 November to 26 January 2023**

#### Commander Party:

**15 to 17 December 2023**

#### Store Championship:

**1 to 10 December 2023**

# THE LOST CAVERNS OF IXALAN

### Story

When the Phyrexians invaded Ixalan, it seemed all hope was lost. But the bravery and cooperation of its people, united against a foe unlike any other, allowed the greatest force on the plane to turn the tides. Ixalan fought—and survived.

That was a year ago. With scars from the invasion fading, the excitement (and rewards) of exploration launches expeditions across the plane once more.

This time, the journey heads down into the untold depths below: riches, wonders, mysteries, and ancient gods—all intertwined with danger—are just some of what awaits us with *The Lost Caverns of Ixalan*®.

New and returning characters, mechanics, and creatures—including Dinosaurs, of course—are all here.





THE  
LOST CAVERNS  
OF  
IXALAN

MARKETING



### The Lost Caverns of Ixalan League

#### HOW DO I RUN THE LOST CAVERNS OF IXALAN LEAGUE?

You can run League events any day of the week after the release of the set on November 17. We recommend running your event on the same day each week.

When joining the League, each player purchases 3 Draft Boosters and selects a League deckbox of the faction of their choice (while supplies last).

Using their sealed pool of 3 Draft Boosters, players build a 30-card deck. Each game is best-of-one and players can play in as many games as they see fit during each League event.

Each week, players can purchase an additional *The Lost Caverns of Ixalan* Draft or Set Boosters to add to their deck. After receiving three losses, players can also purchase another Booster.

#### HOW DO I AWARD LEAGUE POINTS?

We recommend awarding League points in the following way:

- 1 point for attending the event
- 1 point for winning a game, even if a player defeats another member of their faction
- You can also award points as you see fit for good sportsmanship or players helping each other deckbuilding
- In the scenario where certain factions have more players than others, you can consider additional bonuses for players in smaller factions defeating players in the larger faction

You can always award League points at your discretion. Make adjustments as needed to create a welcoming atmosphere and enjoyable events for your community!



After each League event, add any points earned to the poster that tracks the ongoing totals. Display the posters prominently so they can be seen by visiting players and customers. You can also provide players with a match result card which can be found in the resources section of the WPN site.

#### ARE THERE ANY PRIZES FOR THE LEAGUE?

We recommend giving players a promo pack after they complete 10 games in the League.

Once your League has ended, we recommend giving all members of the winning faction a promo pack.

#### HOW DOES THIS WORK IN WIZARDS EVENTLINK?

Use our *The Lost Caverns of Ixalan* League event template in Wizards EventLink to run each League event. Schedule your League events to recur on the same day of the week. Add players who participate to the player list. As this event is casual, you will not need to enter any results. Then report your event!

To help advertise your event, put up your League poster as soon as you receive it.

**Scheduling for *The Lost Caverns of Ixalan* League is open now!**

**Be sure to schedule your events today.**

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The League of *The Lost Caverns of Ixalan* is the perfect starting point for organizing a fun and continuous activity from the release over multiple weeks. It is recommended for New Players and you can encourage your Open House participants to join the League. It all starts with a purchase of 3 boosters and selecting a tribe, picking up a deck box (until supplies last) of the faction player has selected. The more players play - win or lose - the more they can make their fun and their decks bigger and better adding more cards by purchasing boosters.

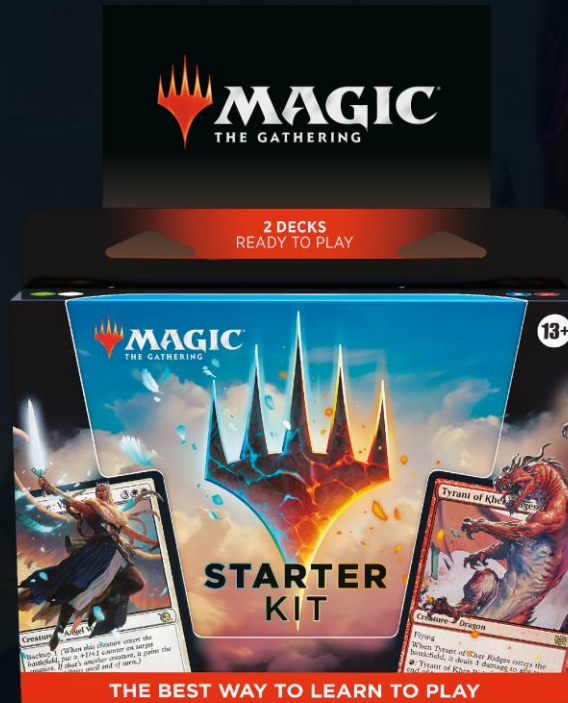


### Step 1

The Starter Kit countertop unit showcases the new Starter Kit and encourages your customers to ask for a demo.

### Step 2

The mobile hanging banner and oversized cards will act as directional signage for customers in-store and highlight your demo table



LEARN TO  
PLAY HERE



### DINO-SIZED DECEMBER

Throughout the entire month of December, this event celebrates the recent release of *The Lost Caverns of Ixalan* with unique sealed and draft formats.



Draft events would be Chaos Draft with product from previous sets and then “Dino-Sized” with a fourth LCI pack. Sealed events would be Chaos Sealed with one pack of various 2023 releases, and then “Dino-Sized” with a seventh LCI pack. We’ll recommend stores use: DMR, ONE, MOM, LTR, CMM, WOE, and LCI.





THE  
**LOST CAVERNS**  
OF  
**IXALAN**

**PRODUCTS**



# THE LOST CAVERNS OF IXALAN

RELEASE DATE:  
8 December, 2023

New Product

[INDEX](#)

BUNDLE: GIFT  
EDITION

IDEAL FOR:  
Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers



### CONTENTS:

- Bundle holds 8 *The Lost Caverns of Ixalan* Set Boosters
- 1 *The Lost Caverns of Ixalan* Collector Booster
- 1 Jurassic World card
- 1 Traditional Foil amt-art promo card
- 40 basic land cards (20 foil + 20 non-foil)
- Exclusive Oversized Spindown life counter
- Card storage box

### KEY SELLING POINTS:

- Storage Box is much appreciated by players and collectors

# THE LOST CAVERNS OF IXALAN

RELEASE DATE:  
17 November, 2023

## Boosters

[INDEX](#)

### DRAFT BOOSTER



**IDEAL FOR:**  
Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers

**CONTENTS:**

- Display holds 36 *The Lost Caverns of Ixalan* Draft Boosters
- 15 Magic: The Gathering cards per booster
- 1 Ad/Token card in each booster

**KEY SELLING POINTS:**

- Best booster for drafting
- At least 1 card of rarity Rare or higher in every booster, with the possibility of getting an additional with a shining Traditional Foil treatment
- 1 Traditional Foil card in 33% of boosters
- Each display contains 1 non Foil Box Topper card

### SET BOOSTER



**IDEAL FOR:**  
Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers

**CONTENTS:**

- Display holds 30 *The Lost Caverns of Ixalan* Set Boosters
- 12 Magic: The Gathering cards per 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 4 Rare or Mythic in each booster
- 1 Traditional Foil in each booster
- Chance at The List (25% of the Set Boosters contain a special card from Magic's history)
- Each display contains 1 non Foil Box Topper card

### COLLECTOR BOOSTER



**IDEAL FOR:**  
Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers

**CONTENTS:**

- Display holds 12 *The Lost Caverns of Ixalan* Collector Boosters
- 15 Magic: The Gathering cards per booster
- 1 traditional Foil Jurassic World card in each booster

**KEY SELLING POINTS:**

- Full of rares, foils, and special treatments
- Collector Boosters are a shortcut to the coolest cards in a set, with packs full of Rare cards, shiny foil cards, and special alt-art, alt-frame cards
- 5 cards of rarity Rare or higher in every pack
- 10-13 Traditional Foil cards in every pack
- Each display contains 1 Traditional Foil Box Topper card



# THE LOST CAVERNS OF IXALAN

RELEASE DATE:  
17 November, 2023

Ready to Play

INDEX

STARTER KIT



**IDEAL FOR:**  
Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers

**CONTENTS:**

- The Starter Kit holds 2 60-card decks
- 1 foil card per deck
- 1 ad card
- 2 Magic: The Gathering Arena Redemption Cards
- 1 Rules and World-of-Magic Rulebook
- 2 Deck Boxes

**KEY SELLING POINTS:**

- New to Magic can dive straight into their first game of Magic in person and continue online with two ready-to-play decks from the redemption card.

**IDEAL FOR:**  
Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift-Buyers

COMMANDER DECKS



**CONTENTS:**

- 98 Non-Foil cards
- 2 Traditional Foil Legendary Creatures
- 2 card Collector Booster Sample Pack
- 1 Foil-etched Display Commander
- 10 Tokens
- 1 Life tracker
- 1 Strategy insert
- 1 Deck Box

**KEY SELLING POINTS:**

- 4 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- Each deck introduces 20 never-before-seen Commander cards to Magic: The Gathering



# THE LOST CAVERNS OF IXALAN

RELEASE DATE:  
17 November, 2023

Others Products

[INDEX](#)

## BUNDLE



### IDEAL FOR:

Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers

### CONTENTS:

- Bundle holds 8 *The Lost Caverns of Ixalan* Set Boosters
- 1 Jurassic World card
- 1 Traditional Foil alt-art card
- 40 basic land cards (20 foil + 20 non-foil)
- Spindown life counter
- Card storage box

### KEY SELLING POINTS:

- Storage Box is much appreciated by players and collectors

## PRERELEASE



### IDEAL FOR:

Newcomers  
Casual Fans  
Engaged Fans  
Collectors  
Gift Buyers

### CONTENTS:

- 6 *The Lost Caverns of Ixalan* Draft Boosters
- 15 Magic: The Gathering cards per booster
- 1 foil, year-stamped Rare or Mythic Rare
- 1 *Magic: The Gathering Arena* code card
- 2 token cards
- 1 deck box
- 1 Spindown die

### KEY SELLING POINTS:

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





THE  
**LOST CAVERNS**  
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**IXALAN**

PROMOTIONAL  
MATERIALS &  
CARDS TREATMENTS



Welcome  
Booster



Best Whisperer



Path of Ancestry



Dramatic Reversal



Dragonlord Atarka



Promo Pack (Regular & Foil)

### 30th Anniversary Promos



Promo Buy-a-Box



Party  
Commander  
Promo



Participation



Top 8



Winner

### 3 Store Championship Promos



Promo Open  
House

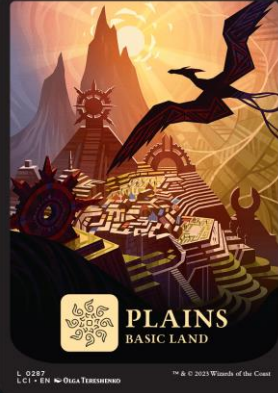


Bring a Friend Promo

How to reward players and customers!



DB: Draft Booster  
SB: Set Booster  
CB: Collector Booster



CORE FULL-ART LANDS

FOUND IN: DB,SB,CB



GODS OF IXALAN SHOWCASE

FOUND IN: DB,SB,CB



LEGENDS OF IXALAN SHOWCASE

FOUND IN: DB,SB,CB



MAP LAND FRAMES

FOUND IN: DB,SB,CB



BORDERLESS OLTEC CARDS

FOUND IN: DB,SB,CB



BORDERLESS CARDS

FOUND IN: DB,SB,CB



COSMIUM NEON INK

FOUND IN: CB



What are you looking for ?





DB: Draft Booster  
SB: Set Booster  
CB: Collector Booster

### TREASURE TROVE

Valuable treasures are hidden everywhere beneath the surface of Ixalan, and your players can join the hunt for these Artifacts with all-new art for The Lost Caverns of Ixalan. They can be found as Box Toppers, or in Draft and Set Boosters as nonfoil versions, or in Collector Boosters as foil versions.



NON FOIL FOUND IN: DB,SB

FOIL FOUND IN: CB







SB: Set Booster  
CB: Collector Booster

### SPECIAL GUESTS

Beginning with The Lost Caverns of Ixalan, we're introducing cards known as Special Guests into the fold. These masters-level reprints bring new artwork for the set, plus elements from across the Omenpaths, and for The Lost Caverns of Ixalan.

Special Guests will continue into future Magic sets, featuring a unique set symbol and collector numbers. For The Lost Caverns of Ixalan, non-foil cards from Special Guests can be found in Set Boosters, with traditional foil cards found in Collector Boosters.



SB: Set Booster  
CB: Collector Booster



## Master Level Reprint in Boosters!



We were eager to give fans an overview at the next Universes Beyond partnership with Universal Studios and Amblin Entertainment stomping into a Magic: The Gathering set—the Jurassic World collection will feature fan-favorite characters, locations, and dinosaurs (of course). More news to come, so keep your eyes open.

**THE JURASSIC WORLD  
COLLECTION**

**Indominus Rex, Alpha** 1 1 1 1 1 1

**Legendary Creature — Dinosaur Mutant**

As Indominus Rex, Alpha enters the battlefield, discard any number of creature cards. It enters with a flying counter on it if a card discarded this way has flying. The same is true for first strike, double strike, death touch, hexproof, haste, indestructible, lifelink, menace, reach, trample, and vigilance.

When Indominus Rex enters the battlefield, draw a card for each counter on it.

6/6

R 0014  
REX • EN • MIRD PETROV

**Ellie and Alan, Paleontologists** 2 1 1 1 1

**Legendary Creature — Human Scientist**

Exile a creature card from your graveyard: Discover X, where X is the mana value of the exiled card. Activate only as a sorcery. (Exile cards from the top of your library until you exile a nonland card with that mana value or less. Cast it without paying its mana cost or put it into your hand. Put the rest on the bottom in a random order.)

2/5

R 0010  
REX • EN • ZOLTAN BOROS

**Ian Malcolm, Chaotician** 1 1 1 1

**Legendary Creature — Human Scientist**

Whenever a player draws their second card each turn, that player exiles the top card of their library.

During each player's turn, that player may cast a spell from among the cards they don't own exiled with Ian Malcolm, Chaotician, and mana of any type can be spent to cast it.

"You've heard of chaos theory?"

2/2

R 0013  
REX • EN • CAJO MONTEIRO

**Jurassic Park**

**Legendary Land**

(Transforms from Welcome to . . .)

Each Dinosaur card in your graveyard has escape. The escape cost is equal to the card's mana cost plus exile three other cards from your graveyard. (You may cast cards from your graveyard for their escape cost.)

Add 1 for each Dinosaur you control.

R 0007  
REX • EN • VILLARTE

**Welcome to . . .** 1 1 1 1

(As this Saga enters and after your draw step, add a lore counter.)

I For each opponent, up to one target noncreature artifact they control becomes a 0/4 Wall artifact creature with defender for as long as you control this Saga.

II Create a 3/3 green Dinosaur creature token with trample. It gains haste until end of turn.

III Destroy all Walls. Exile this Saga, then return it to the battlefield transformed under your control.

**Enchantment — Saga**

R 0007  
REX • EN • VILLARTE

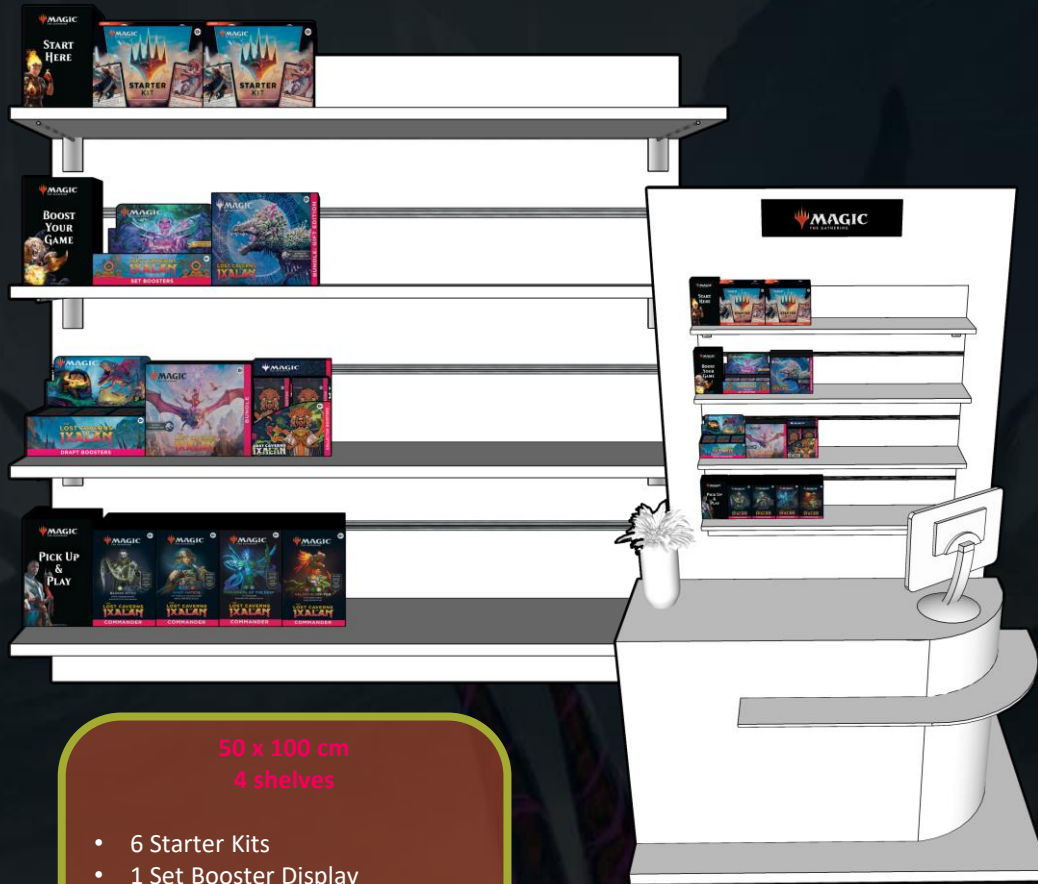


Welcome to Jurassic World!



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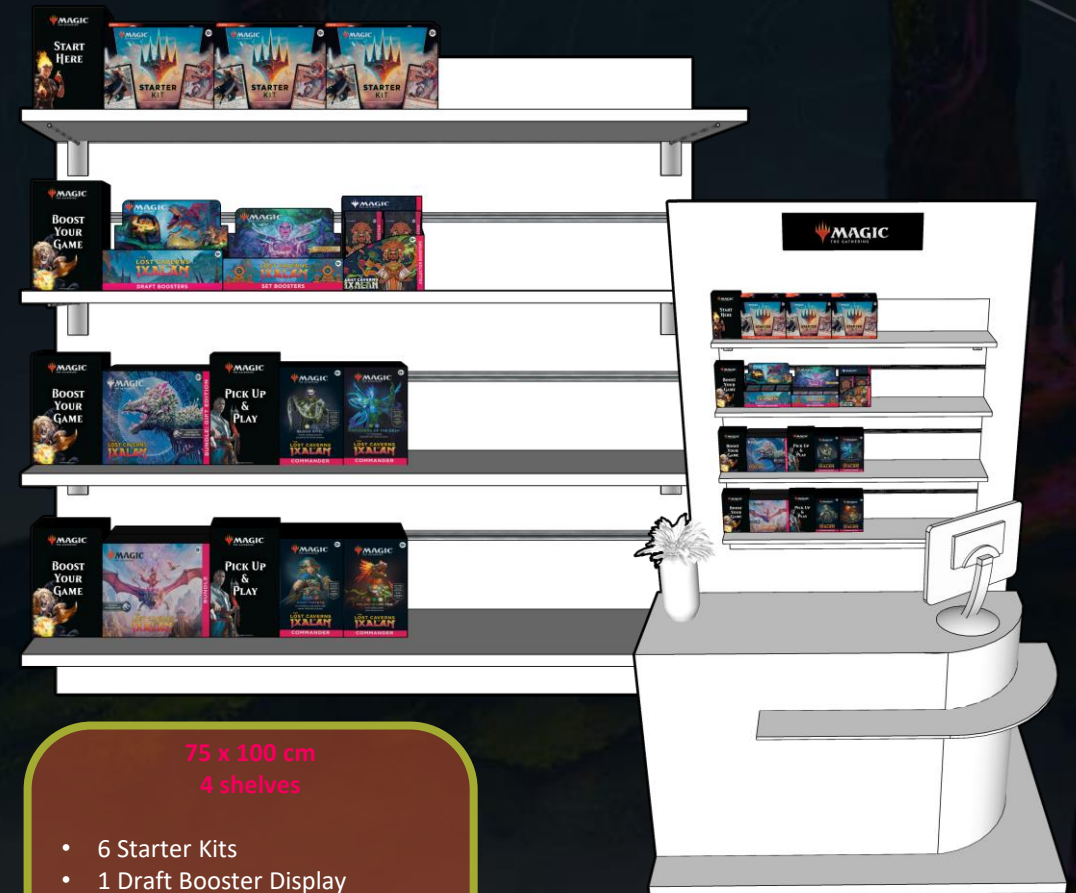
PLANOGRAMS



50 x 100 cm  
4 shelves

- 6 Starter Kits
- 1 Set Booster Display
- 2 Gift Bundle
- 1 Draft Booster Display
- 2 Bundle
- 2 Collector Booster Displays
- 4 Commander Decks

BACK  
COUNTER



75 x 100 cm  
4 shelves

- 6 Starter Kits
- 1 Draft Booster Display
- 1 Set Booster Display
- 2 Collector Booster Displays
- 2 Gift Bundle
- 4 Commander Decks
- 2 Bundle
- 4 Commander Decks

BACK  
COUNTER

The planograms are provided for inspiration only. Back counter planograms can include all products for The Lost Caverns of Ixalan

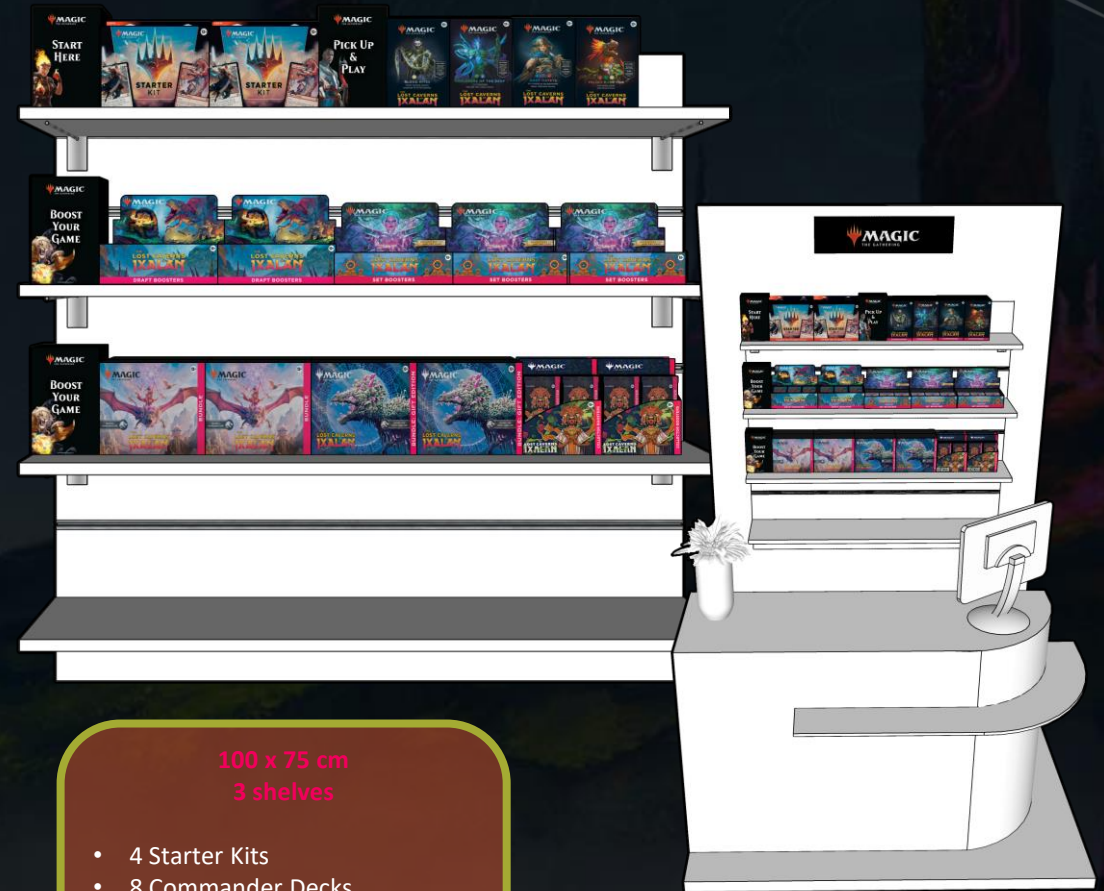




100 x 50 cm  
2 shelves

- 4 Starter Kits
- 8 Commander Decks
- 1 Draft Booster Display
- 1 Set Booster Display
- 2 Collector Booster Displays
- 2 Gift Bundle
- 2 Bundle

BACK  
COUNTER



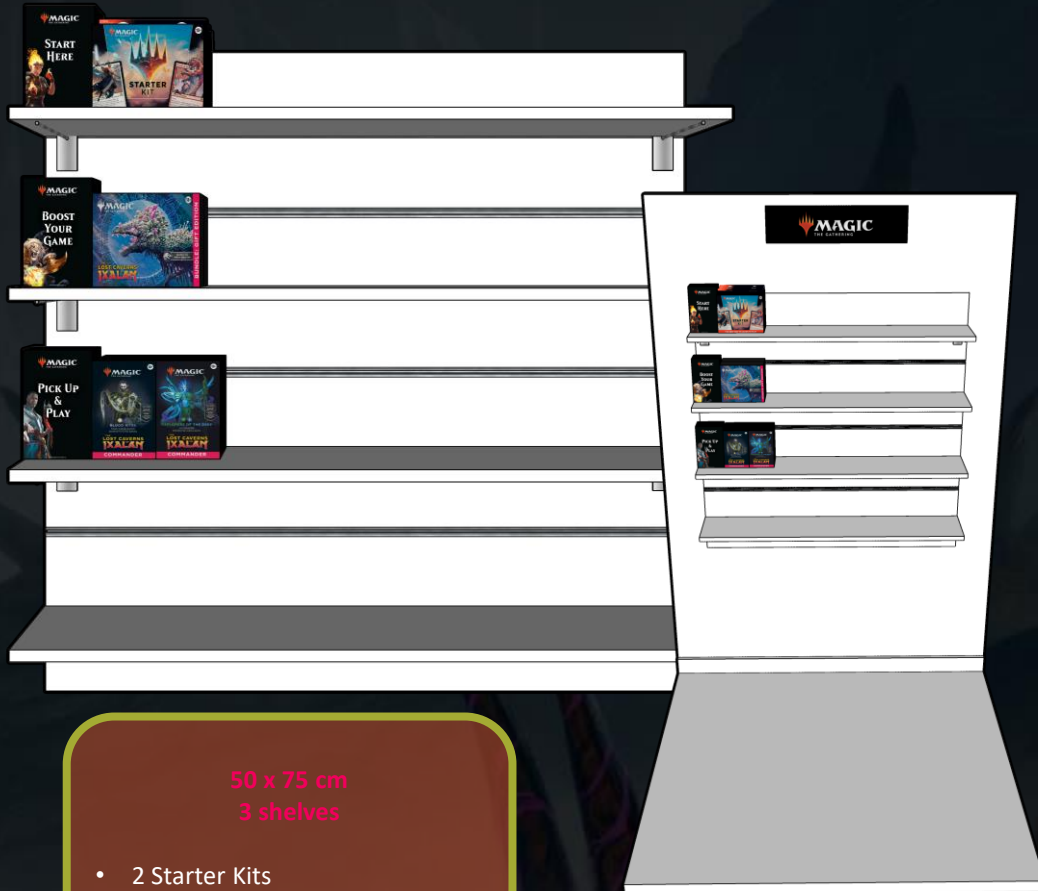
100 x 75 cm  
3 shelves

- 4 Starter Kits
- 8 Commander Decks
- 2 Draft Booster Display
- 3 Set Booster Display
- 4 Bundle
- 4 Gift Bundle
- 4 Collector Booster Displays

BACK  
COUNTER

The planograms are provided for inspiration only. Back counter planograms can include all products for The Lost Caverns of Ixalan

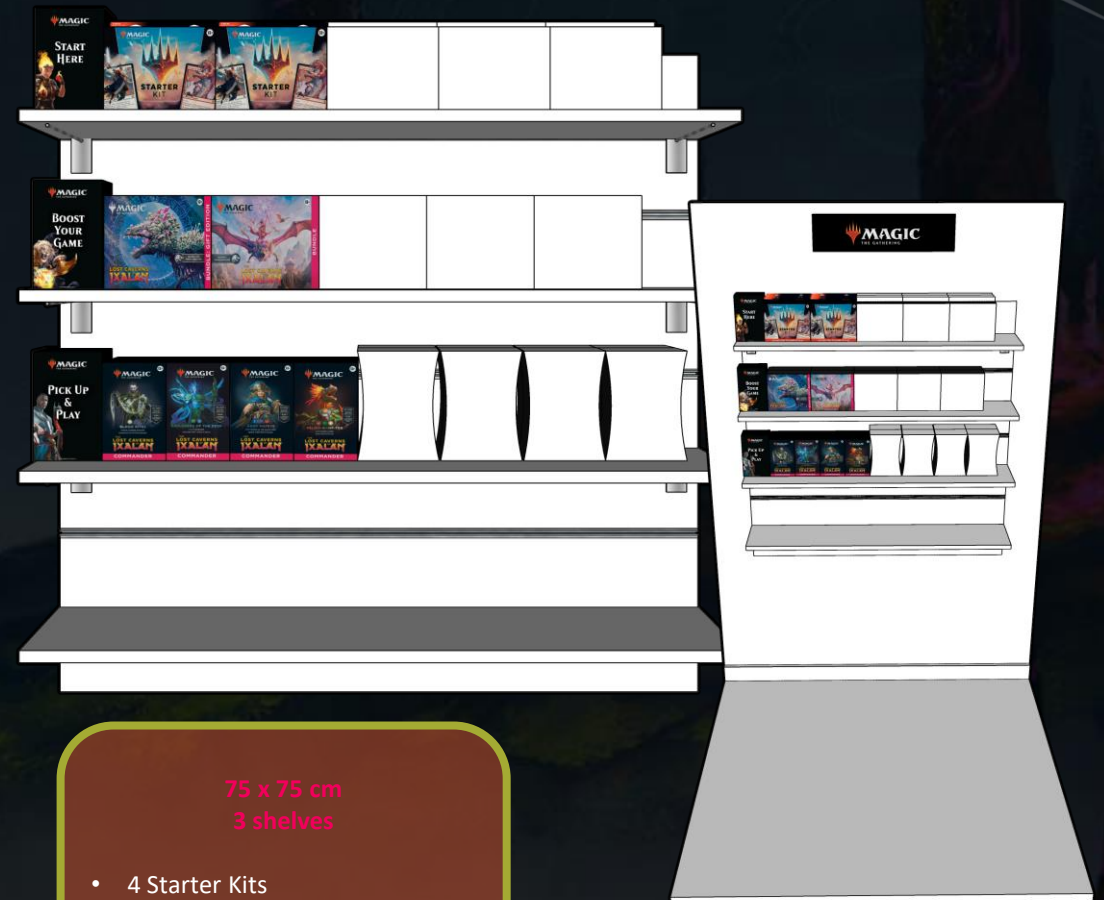




50 x 75 cm  
3 shelves

- 2 Starter Kits
- 2 Gift Bundle
- 8 Commander Decks

IN  
STORE



75 x 75 cm  
3 shelves

- 4 Starter Kits
- 2 Gift Bundle
- 2 Bundle
- 8 Commander Decks

IN  
STORE

The planograms are provided for inspiration only. In-store planograms do not include boosters for safety reasons.





THE  
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OF  
**IXALAN**

THANK YOU