



UNIVERSES BEYOND

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THE  
**LORD OF THE RINGS**  
TALES OF MIDDLE-EARTH™



PRODUCT GUIDE

**WIZARDS**  
OF THE COAST





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**Prerelease:** 16 June 2023

**Release:** 23 June 2023

**Launch Party:** 23 – 25 June 2023

**Friday Night Magic:** starts 23 June 2023

**Commander Nights:** starts 26 June 2023

**Store Championship:** 5 August 2023

**Commander Party:** 21 – 23 July 2023

*The Lord of the Rings: Tales of Middle-earth™* brings to life the iconic world of J.R.R. Tolkien and lets you follow the paths of beloved characters in the way only *Magic: The Gathering Universes Beyond* can. Play your favorite moments of the Third Age or turn Middle-earth on its head and surrender to the temptation of the One Ring. It's all in your hands, so prepare to step onto the road—there's no knowing where you'll be swept off to or who you'll meet!





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THE  
**LORD OF THE RINGS**  
TALES OF MIDDLE-EARTH™

PROMOTIONS







Realms and Relics  
The Great Henge



Realms and Relics  
Ensnaring Bridge



Realms and Relics  
Wasteland

- Each *The Lord of the Rings: Tales of Middle-earth* Draft, Set, and Collector Booster display includes a traditional foil Realms and Relics Box Topper card, a powerful and exciting Magic card with artwork and treatment at home with The Lord of the Rings.
- There are 30 total Realms and Relics Box Topper cards, each either a borderless mythic rare land or artifact card featuring the set code (LTC) and set symbol of The Lord of the Rings: Tales of Middle-earth Commander cards. These Realms and Relics cards also appear in Collector Boosters, both in non-foil and foil!



**MAGIC THE GATHERING UNIVERSES BEYOND** | **THE LORD OF THE RINGS TALES OF MIDDLE-EARTH™**

**MERCHANDISING CONTEST**  
3 foil uncut card sheets to be won!

Participate in our Merchandising Contest for your chance to win an exclusive *The Lord of the Rings: Tales of Middle Earth™* foil uncut card sheet, made of Rare and Mythic cards!

- 1** **Prepare your shelves!**  
Install your *The Lord of the Rings: Tales of Middle Earth* shelf takeover card and fill your shelves with products. Think big! If you need inspiration, you can have a look at our Product Guide which includes planogram recommendations. Remember that you need to include one of the shelf takeovers received to be eligible to win!
- 2** **Take photos!**  
Take a maximum of 3 photos per store. They need to include one photo of your shelves, but you can also add your store windows or any other area decorated for *The Lord of the Rings: Tales of Middle Earth*.
- 3** **Share your photos!**  
Send your photos via email to [merchandisingcontest@wizards.com](mailto:merchandisingcontest@wizards.com) by noon, Monday 26th June. Make sure to include your name, store name, city and country in the email.

Our judges will select the winners from all eligible entries.  
Prepare your best product display ever and good luck!

™ MEE to Wizards. TM & © 2023 MEE & Wizards.



WPN stores in the EMEA region are eligible to participate in the Merchandising Contest. Enter to win one of three Uncut Sheets of *The Lord of The Rings: Tales of Middle Earth* by:

- Install the dedicated Shelf Takeover card and fill your shelves with products
- Take pictures of your store
- Share your photos!  
([merchandisingcontest@wizards.com](mailto:merchandisingcontest@wizards.com))



SEARCH FOR THE ONE RING  
WHERE CAN I FIND IT?



Main Set  
Version\*



Bundle Alt-Art  
Promo Version\*



Extended-Art  
Version\*



The 1 of 1 Ring  
(Serialized Version)\*



Only 1 card will be  
printed of this version

DRAFT & SET  
BOOSTERS



In some packs



BUNDLE



In some packs



1 in every box



GIFT  
BUNDLE



In some packs



1 in every box  
+ in some packs



In some packs



May be found in included  
Collector Booster

COLLECTOR  
BOOSTERS  
(English-Language Only)



In some packs



In some packs



In some packs



In 1 pack

COLLECTOR  
BOOSTERS  
(All Other Languages)



In some packs



In some packs



In some packs



\*All versions of The One Ring are mechanically identical.  
See product details for more information. Card images are digitally rendered.

TM & © 2023 MEE & Wizards



COLLECTOR BOOSTER EXCLUSIVE

ELVEN SOL RINGS

"Three Rings for the Elven-kings  
under the sky"



3000 Nonfoil Nonserialized



300 Double Rainbow Foil Serialized

DWARVEN SOL RINGS

"Seven for the Dwarf-lords in  
their halls of stone"



7000 Nonfoil Nonserialized



700 Double Rainbow Foil Serialized

HUMAN SOL RINGS

"Nine for Mortal Men,  
doomed to die" —J.R.R. Tolkien



9000 Nonfoil Nonserialized



900 Double Rainbow Foil Serialized

Elven, Dwarven, and Human Sol Ring cards can be found only in Collector Boosters (English, German, French, Chinese Simplified, and Japanese-language). See product details for more information. Card images are digitally rendered.

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[New Player](#)  
[Ideas](#) [Info](#)

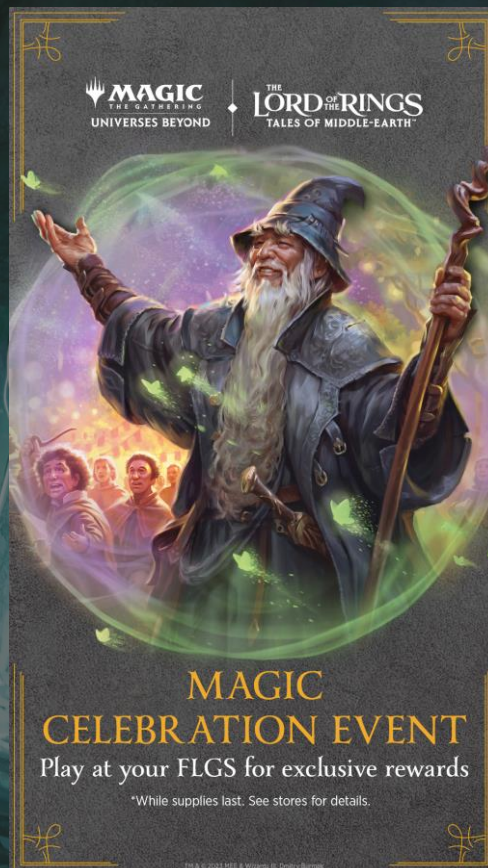
Magic Celebration:  
7-9 July 2023

[Magic](#)  
[Celebration Info](#)

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A great way to keep curious customers around your store for a bit longer is to offer them a demonstration of how to play *Magic: The Gathering*. If they arrived in your store with interest in *The Lord of the Rings: Tales of Middle-earth*™, you might want to have a spare copy of the Starter Kit handy to sit two players down and run through how a game of Magic works.

The Fellowship joins The Gathering in a big way this summer: WPN stores around the globe can host a *The Lord of the Rings: Tales of Middle-earth* themed Magic Celebration event from July 7 – 9



To help support your in-store demonstration experiences, we are sending *The Lord of the Rings: Tales of Middle-earth* demo kits to WPN stores across the globe. Each demo kit contains the following:

- One Learn-to-Play demo guide with gameplay mechanics, featuring artwork from *The Lord of the Rings: Tales of Middle-earth*
- One Learn-to-Play Playmat featuring artwork from *The Lord of the Rings: Tales of Middle-earth*
- WPN Premium stores will receive additional support.

**How to welcome and engage new players!**





UNIVERSES BEYOND

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THE  
**LORD OF THE RINGS**  
TALES OF MIDDLE-EARTH™



PRODUCTS



[Product Page](#)

RELEASE DATE:  
23 June 2023

[Digital Assets](#)

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### KEY SELLING POINTS:

- New-to-*Magic* players can dive straight into their first game of *Magic* in person and continue online with two ready-to-play decks redeemable in *Magic Arena*.
- *Magic* meets *The Lord of The Rings*—Experience the beloved story of *The Lord of the Rings* with the strategic gameplay of *Magic: The Gathering*, facing off against opponents in thrilling magical battles



### CONTENTS:

- Two (2) 60-card decks
- One (1) foil card per deck
- Four (4) rare cards
- Two (2) *Magic: The Gathering Arena* Redemption Cards
- One (1) Learn-to-Play Guide
- Two (2) Deck Boxes

### IDEAL FOR:

New to Magic  
Casual Fan  
Engaged Fan  
Collector  
Gift Buyer

The best product to discover Magic!



[Product Page](#)

RELEASE DATE:  
23 June 2023

[Digital Assets](#)

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### 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 Booster contains a special card from Magic's history)
- Each display contains 1 Traditional Foil Realms and Relics Box Topper Card



### CONTENTS:

- Display holds 30 *The Lord of the Rings: Tales of Middle-earth* Set Boosters
- 12 *Magic: The Gathering* cards per booster
- One (1) Ad/Token Card in each booster
- One (1) Art Card in each booster

### IDEAL FOR:

New to Magic  
Casual Fan  
Engaged Fan  
Collector  
Gift Buyer

The booster for the best opening experience



[Product Page](#)

RELEASE DATE:  
23 June 2023

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### 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 Rare or higher with a shining Traditional Foil treatment
- 1 Traditional Foil card in 33% of boosters
- Each display contains 1 Traditional Foil Realms and Relics Box Topper Card



### CONTENTS:

- Display holds 36 *The Lord of the Rings: Tales of Middle-earth* Draft Boosters
- 15 *Magic: The Gathering* cards per booster
- One (1) Ad/Token Card in each booster

### IDEAL FOR:

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

The booster made for Limited play!



[Product Page](#)

RELEASE DATE:  
23 June 2023

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### KEY SELLING POINTS:

- 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
- 5–7 cards of rarity Rare or higher in every pack
- 8-10 Foil cards in every pack
- Each display contains 1 Traditional Foil Box Topper Card



### CONTENTS:

- Display holds 12 *The Lord of the Rings: Tales of Middle-earth* Collector Boosters
- 15 *Magic: The Gathering* cards per booster
- One (1) Foil token in each booster

### IDEAL FOR:

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

Direct access to the hottest cards in the set!



[Product Page](#)

RELEASE DATE:  
23 June 2023

[Digital Assets](#)

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### KEY SELLING POINTS:

- *The Lord of the Rings: Tales of Middle-earth* Jumpstart Boosters contains 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—1 Rare or Mythic Rare + 1 Rare card designed for Jumpstart boosters
- Each pack has 1 of 5 possible themes and each theme comes in 2 variants—mix and match for wild mashups



### CONTENTS:

- Display holds 18 *The Lord of the Rings: Tales of Middle-earth* Jumpstart Boosters
- 20 *Magic: The Gathering* cards per booster

### IDEAL FOR:

New to Magic  
Casual Fan  
Engaged Fan  
Collector  
Gift Buyer

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



[Product Page](#)

RELEASE DATE:  
23 June 2023

[Digital Assets](#)

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### KEY SELLING POINTS:

- Four different ready-to-play decks for *Magic's* most popular multi-player format: Commander!
- Free Collector Booster Sample Pack (2 cards)
- Each deck introduces 20 never-before-seen Commander cards to *Magic: The Gathering*



### CONTENTS:

- 98 Nonfoil Cards
- Two (2) Traditional Foil Legendary Creatures
- One (1) Foil-etched Display Commander
- 10 Tokens
- One (1) Life Tracker
- One (1) Deck Box

### IDEAL FOR:

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

The best product to play Commander!



# THE LORD OF THE RINGS TALES OF MIDDLE-EARTH™

Bundle

[Product Page](#)

RELEASE DATE:  
23 June 2023

[Digital Assets](#)

[INDEX](#)

## KEY SELLING POINTS:

- Celebrate the magnificent imagery of *The Lord of the Rings* with four additional cards featuring special alternate art and a shiny Traditional Foil treatment
- Storage Box is much appreciated by players and collectors



## CONTENTS:

- Eight (8) *The Lord of the Rings: Tales of Middle-earth* Set Boosters
- Four (4) Special Alternate-Art Cards
- 40 basic land cards (20 foil + 20 nonfoil)
- One (1) Spindown life counter
- One (1) Card storage box

## IDEAL FOR:

New-to-Magic

Casual Fan  
Engaged Fan  
Collector  
Gift Buyer

The Ultimate Fan Kit!



THE  
**LORD OF THE RINGS**  
TALES OF MIDDLE-EARTH™

Bundle:  
Gift Edition

[Product Page](#)

RELEASE DATE:  
7 July 2023

[Digital Assets](#)

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**KEY SELLING POINTS:**

- Celebrate the magnificent imagery of *The Lord of the Rings* with four additional cards featuring special alternate art and a shiny Traditional Foil treatment
- Storage Box is much appreciated by players and collectors



**CONTENTS:**

- One (1) *The Lord of the Rings: Tales of Middle-earth* Collector Booster
- Eight (8) *The Lord of the Rings: Tales of Middle-earth* Set Boosters
- 40 basic lands (20 Traditional Foils and 20 nonfoils)
- Four (4) Traditional Foil alternate-art cards
- One (1) exclusive oversized Spindown life counter
- One (1) foil card storage box

**IDEAL FOR:**

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

**The ultimate Gift!**



[Product Page](#)

RELEASE DATE:  
16 June 2023

[Digital Assets](#)

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### KEY SELLING POINTS:

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



### CONTENTS:

- Six (6) *The Lord of the Rings: Tales of Middle-earth* Draft Boosters
- One (1) foil, year-stamped Rare or Mythic Rare
- One (1) *Magic Arena* code card (only available in select regions)
- One (1) deck box
- One (1) Spindown lifecounter

### IDEAL FOR:

New-to-Magic

Casual Fan  
Engaged Fan  
Collector  
Gift Buyer

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





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TALES OF MIDDLE-EARTH™



PROMO MATERIAL & TREATMENTS





### Bundle Promo

IN THE LORD OF THE RINGS: TALES OF MIDDLE-EARTH™ BUNDLE AND BUNDLE: GIFT EDITION, PLAYERS WILL OPEN A SPECIAL COLLECTION OF TRADITIONAL FOIL PROMOS—BORDERLESS SCENE CARDS THAT HIGHLIGHT ICONIC MOMENTS FROM THE LORD OF THE RINGS. IN THIS CASE, THE PROMOS DEPICT THE SCENE ON MOUNT DOOM WHEN LAID OUT TWO-BY-TWO



### 30th Anniversary Promos



### Welcome Booster

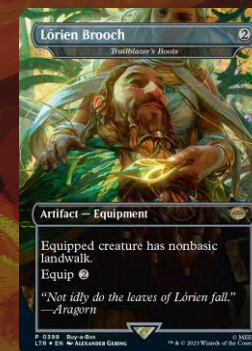


### Promo Pack (Regular & Foil)

FOR THIS SEASON WE WILL PROVIDE SAME WELCOME BOOSTERS AND PROMO PACKS OF MOM SEASON



### 3 Store Championship Promos



### Buy-a-Box Promo



### Bring a Friend Promo

How to reward players and customers!





THIS IS A DIGITAL RENDER. NOT ACTUAL CARD

## What are you looking for ?





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TALES OF MIDDLE-EARTH™



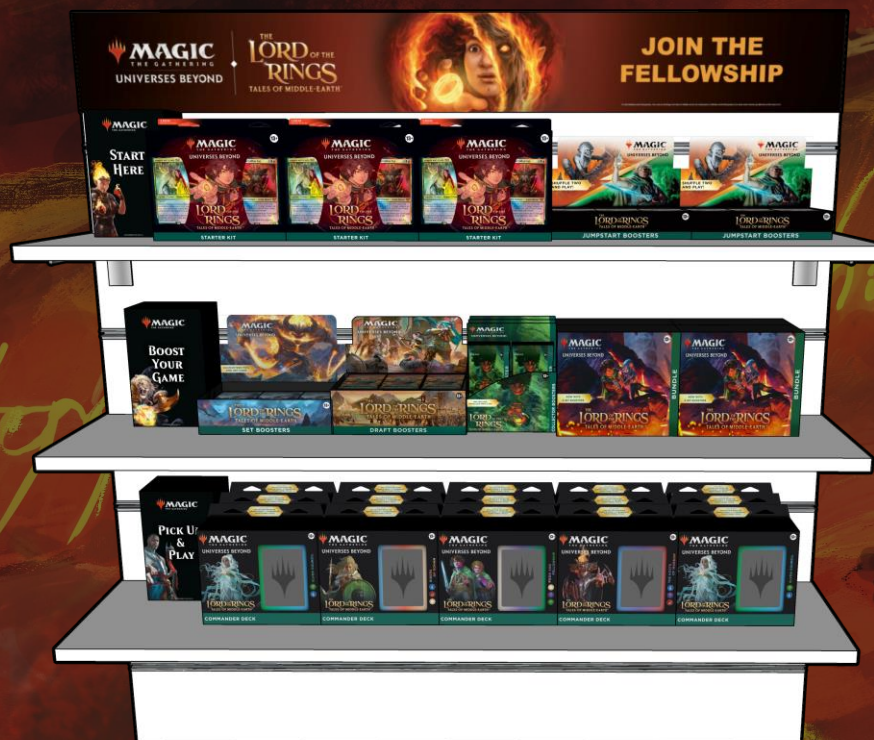
PLANOGRAM EXAMPLES



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

120 x 100 CM  
3 shelves

- 6 Starter Kits
- 2 Jumpstart Displays
- 1 Set Booster Display
- 1 Draft booster Display
- 1 Collectors Booster Display
- 2 Bundles
- 15 Commander Decks



BACK  
COUNTER

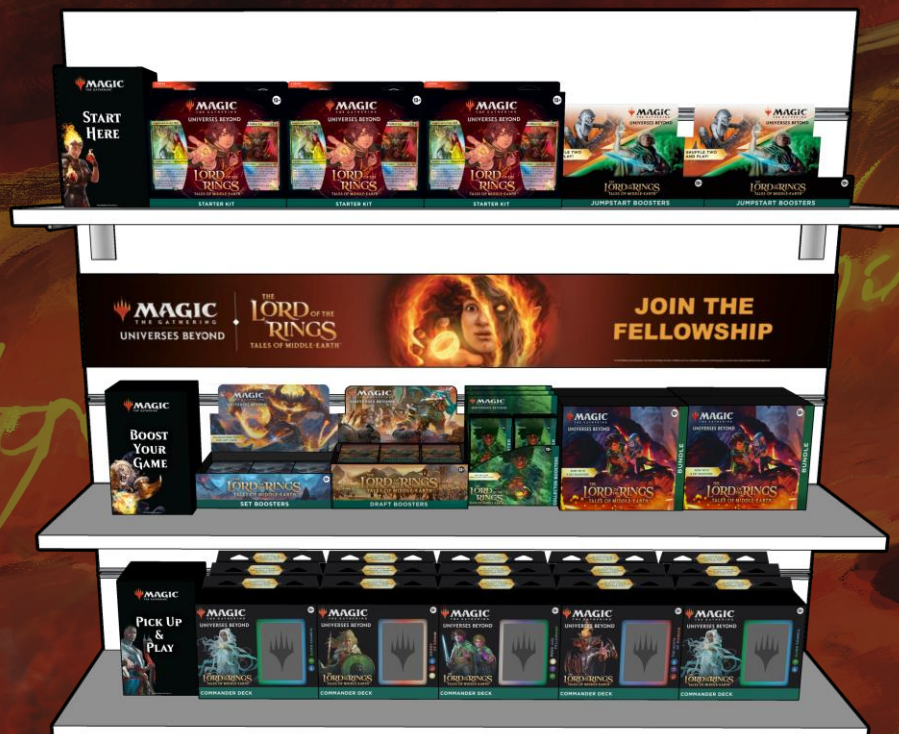




Empty spaces are for other releases and/or  
back catalogue products

120 x 100 CM  
3 shelves

- 6 Starter Kits
- 2 Jumpstart Displays
- 1 Set Booster Display
- 1 Draft booster Display
- 1 Collectors Booster Display
- 2 Bundles
- 15 Commander Decks



BACK  
COUNTER



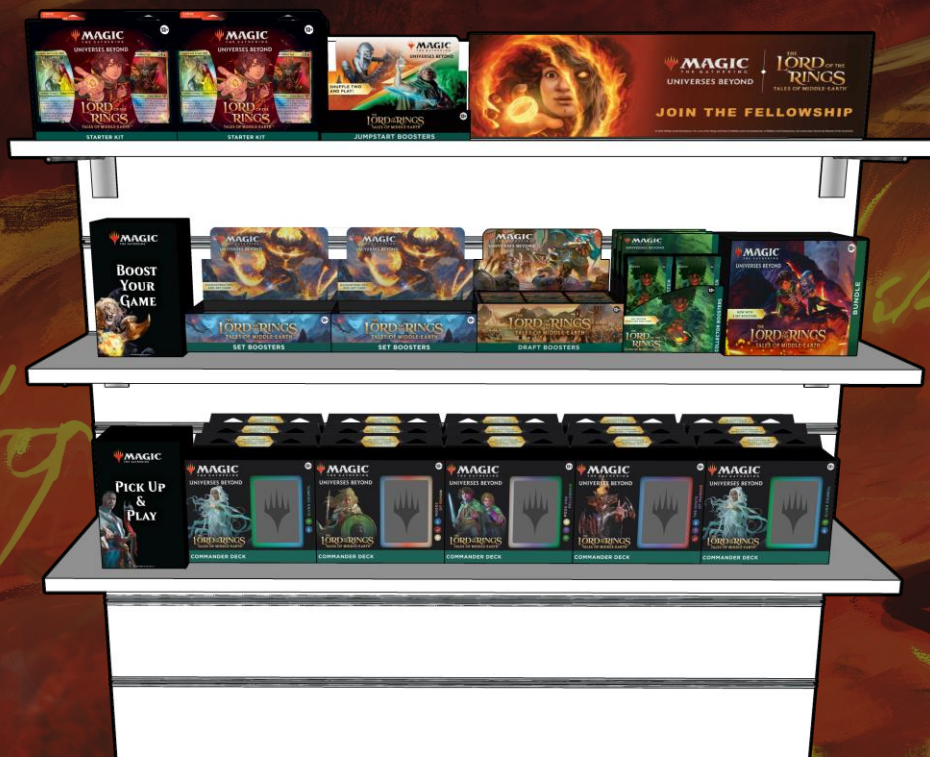
The planograms are provided for inspiration only. Back counter planograms can include all products of *The Lord of the Rings: Tales of Middle-earth*



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

120 x 90 CM  
3 shelves

- 4 Starter Kits
- 1 Jumpstart Display
- 2 Set Booster Displays
- 1 Draft booster Display
- 1 Collectors Booster Display
- 1 Bundles
- 15 Commander Decks



BACK  
COUNTER





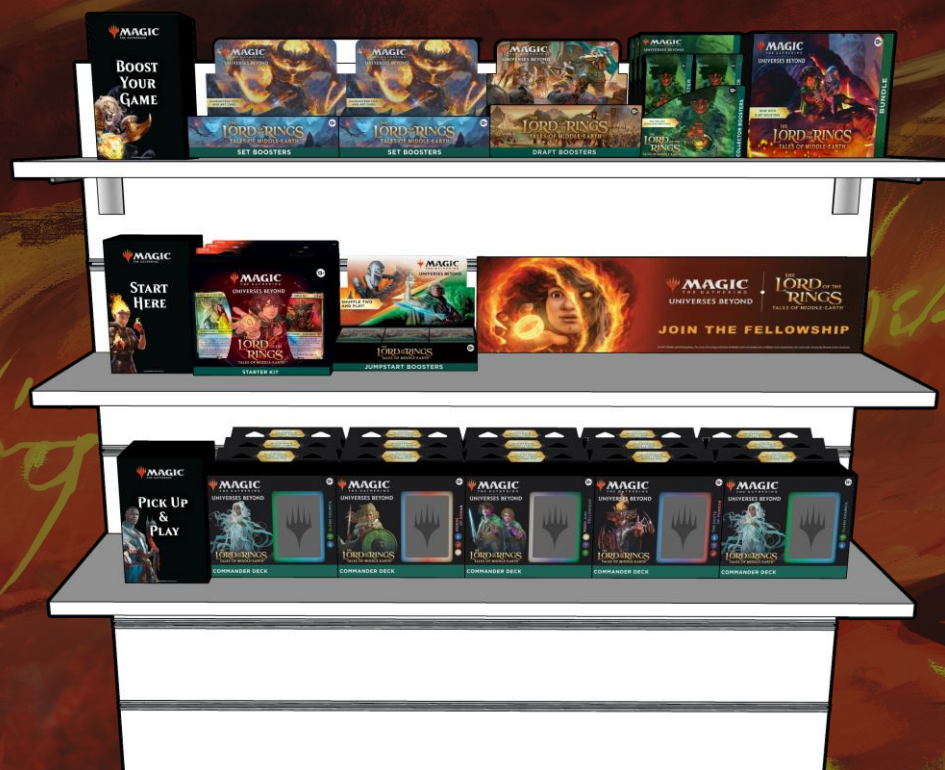
# THE LORD OF THE RINGS TALES OF MIDDLE-EARTH™

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

120 x 90 CM  
3 shelves

- 2 Set Booster Displays
- 1 Draft booster Display
- 1 Collectors Booster Display
- 1 Bundles
- 2 Starter Kits
- 1 Jumpstart Display
- 15 Commander Decks



BACK  
COUNTER



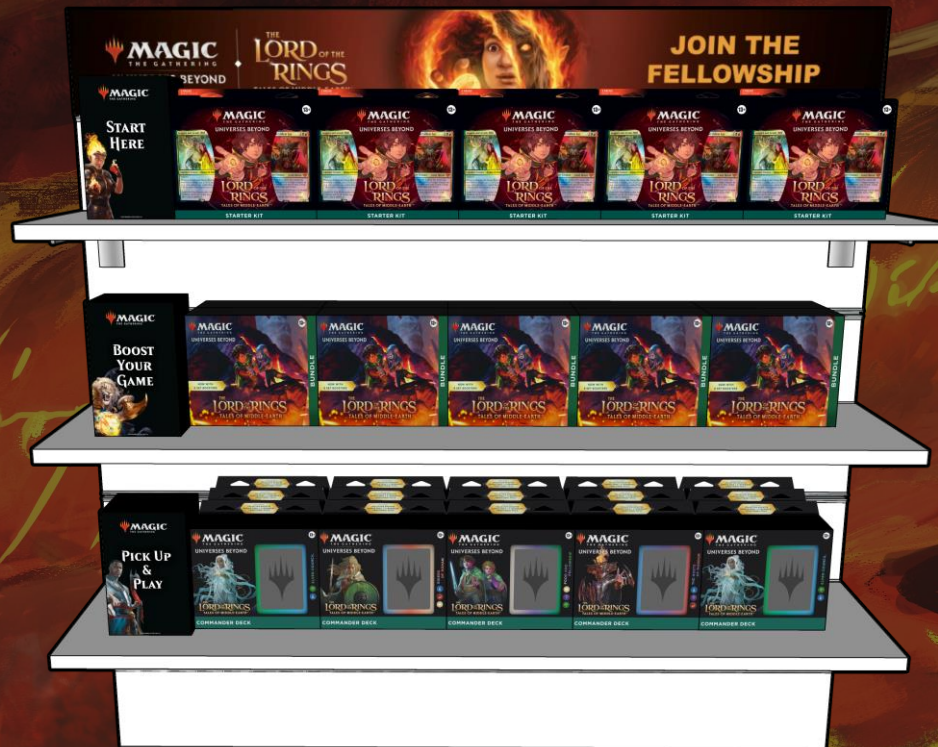
The planograms are provided for inspiration only. Back counter planograms can include all products of *The Lord of the Rings: Tales of Middle-earth*



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

120 x 100 CM  
3 shelves

- 10 Starter Kits
- 5 Bundles
- 15 Commander Decks



IN  
STORE



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



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

120 x 80 CM  
3 shelves

- 2 Bundles
- 10 Starter Kits
- 15 Commander Decks



IN  
STORE



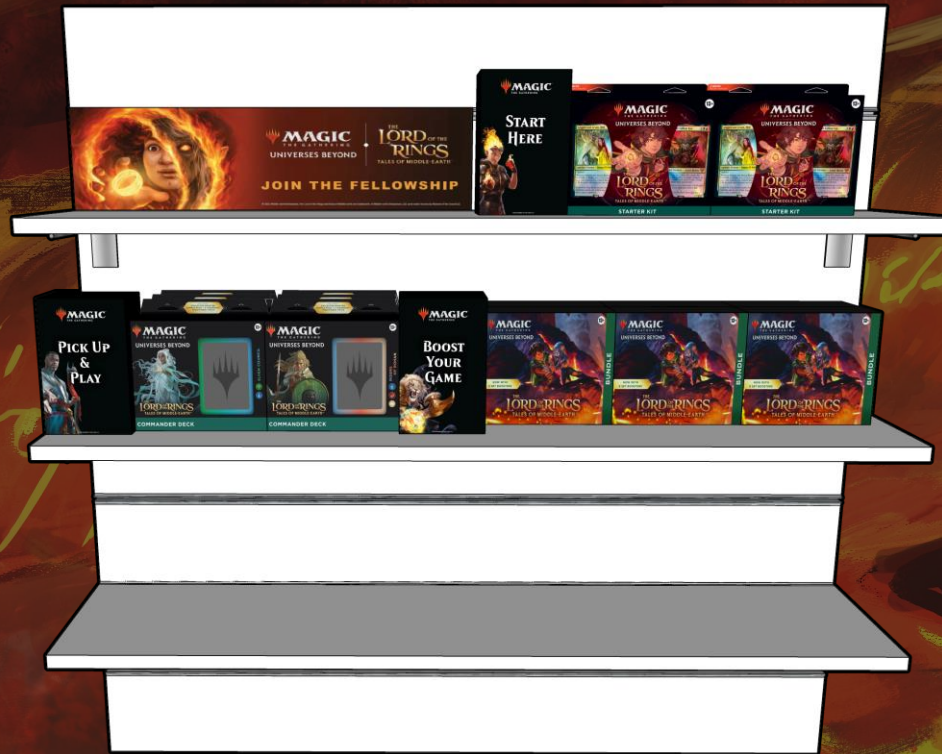
The planograms are provided for inspiration only. In-store planograms do not include boosters for safety reasons.



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

1200 x 50 CM  
2 shelves

- 2 Starter Kits
- 6 Commander Decks
- 3 Bundles



IN  
STORE



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





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TALES OF MIDDLE-EARTH™

THANKS!



A grayscale background image of a cafe or restaurant interior. It shows several wooden tables and chairs arranged in rows. In the foreground, there is a long, curved wooden counter. The lighting is soft, and the overall atmosphere is clean and modern.

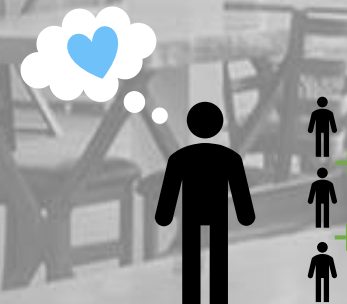
# Appendix: Merchandising Tips



**Merchandising goes beyond how you organize products in your store to include aspects like:**

- Store layout
- Atmosphere and aesthetic
- Appropriate stock
- In-store communication

**The aim of merchandising is to improve customer experience and optimize sales.**

**1****Improve the customer experience****2****Optimize Sales**



Your store's exterior is the first impression you make. Consider the following key elements to grab your customers' attention:

- Store name
- Informational signs
- Store hours
- Visible products

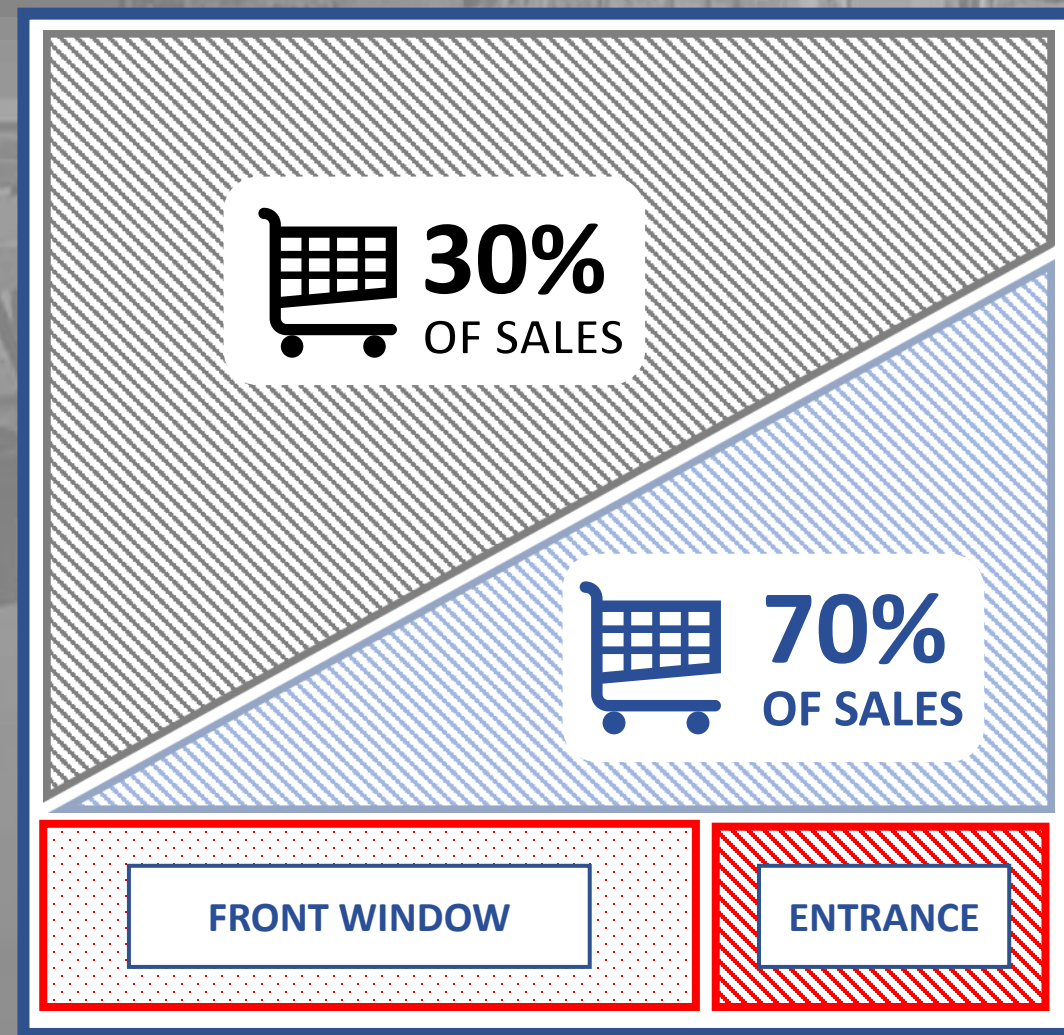




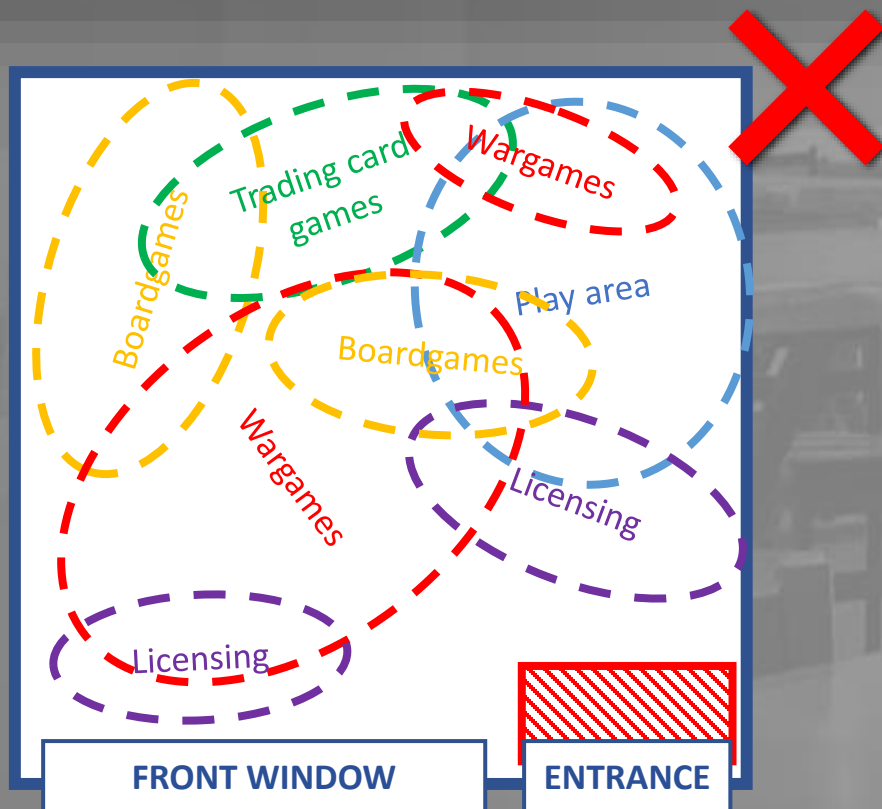
Customers will make a quick decision on whether they are comfortable in your store based on:

- Atmosphere
- Cleanliness
- Product Displays

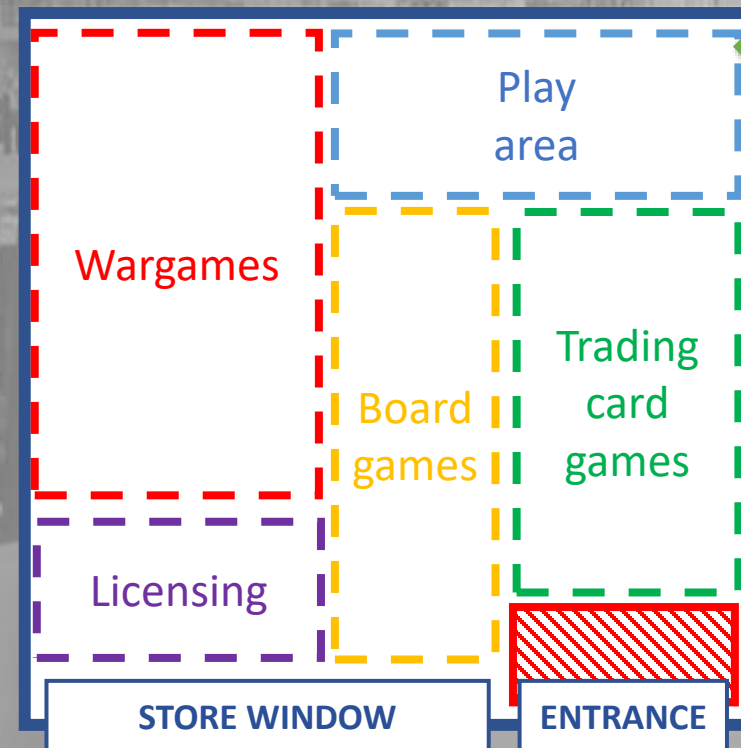
On average, 70% of sales are made in the first 30% of store space, so consider how you're merchandising products to bring customers into your store *and* encourage them to browse your whole store.







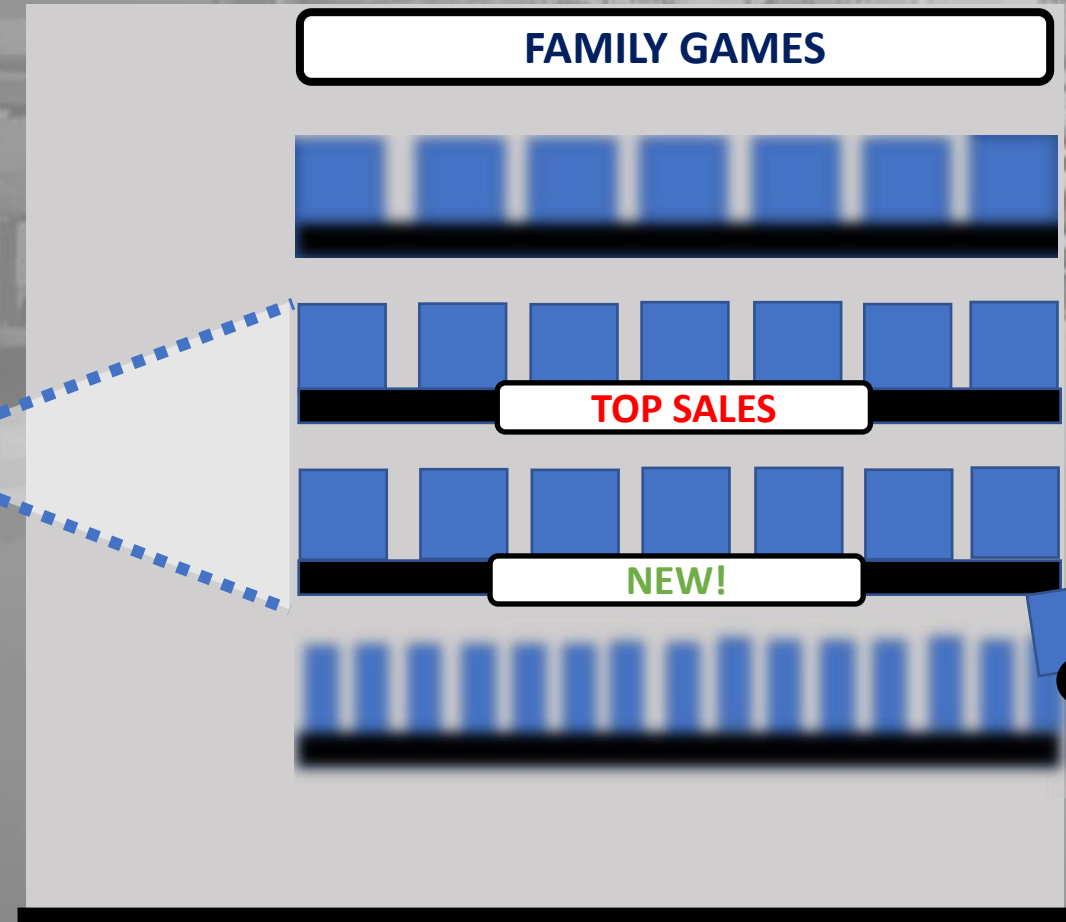
Use the customers' perspective when defining areas of your store.



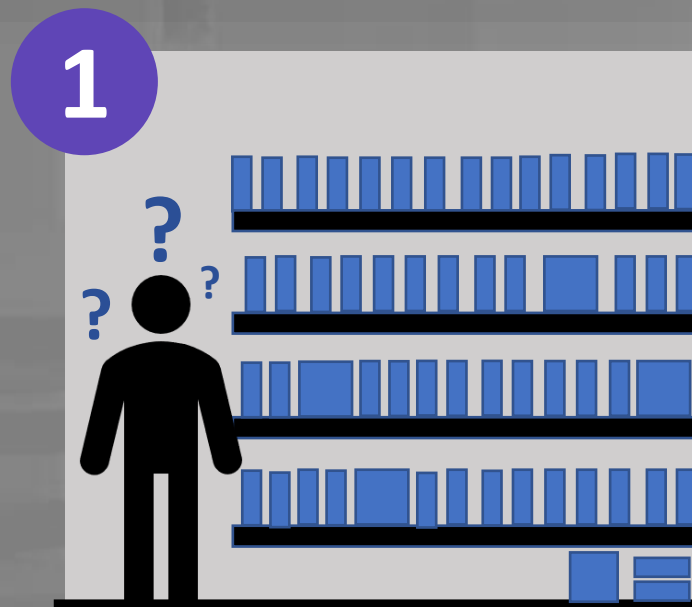
With clearly defined spaces, your customers will find what they are looking for more easily, even when your store is busy.



Merchandise new or exciting products at eye level to help customers find them quickly and easily.



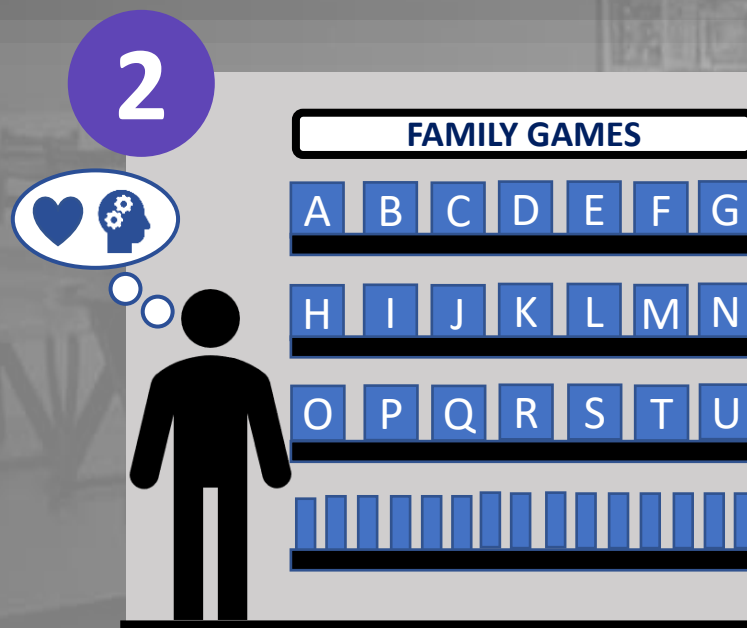




### Scenario 1:

- Disorganized or unrelated SKUs
- No lines of products, no highlights
- Few or no products facing the customer

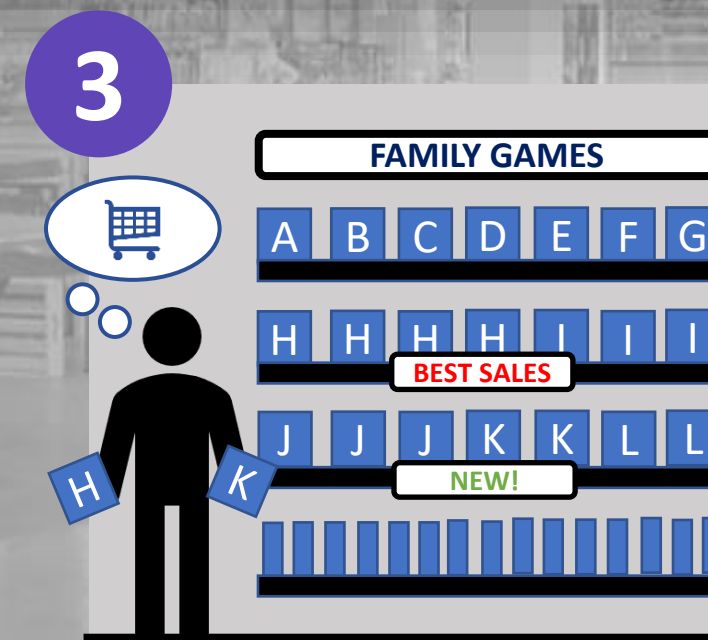
**Result:** The customer is lost. An hesitating customer will probably not buy.



### Scenario 2:

- SKUs organized in a logical fashion
- Some signage used to direct customers
- Products facing the customer
- Back catalogue included on the bottom shelf

**Result:** The customer can find a specific product or line of products.



### Scenario 3:

- SKUs organized to highlight high demand items
- Shelf talkers used to aid customer discovery

**Result:** The customer can find what they are looking for as well as other related products.



An efficient signage helps your customers to find what they look for in your store.

A well-guided customer is more likely to buy.

Your signage can and should reflect your store's identity or brand while also helping guide customers.

A wooden sign with a natural wood grain texture, featuring two screws on each end. The word "NEW!" is written in bold, black, sans-serif capital letters in the center.

**NEW!**

A rectangular metal sign with a weathered, grey, and rusty texture. It has two screws on each end. The words "PERFECT TO START" are written in bold, black, sans-serif capital letters in the center.

**PERFECT  
TO START**

A yellow sign with a black border and diagonal black and yellow stripes. The words "TOP SALES" are written in bold, white, sans-serif capital letters in the center.

**TOP SALES**



If you have enough shelf space and product, consider featuring multiple products of the same SKU. You can even consider reserving an entire shelf to highlight a single new product!

Efficient!



Even more efficient!





Creating geometric shapes with your products makes your shelves easier to read.

For example, place a main product on the left with associated products on the right.

Use vertical columns to provide a visual break and accommodate atypically shaped products.

