

WILDS OF ELDRAINE

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Prerelease: September 1, 2023

Release: September 8, 2023

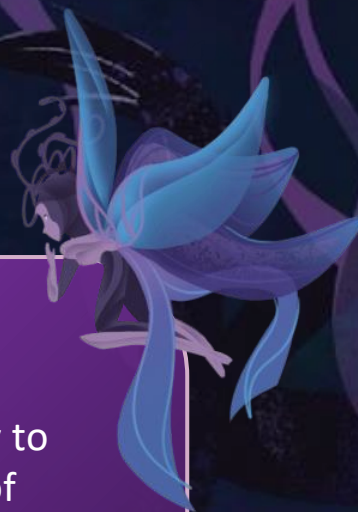
Open House: September 8-10, 2023

Friday Night Magic: from 8 September, 2023

Commander Nights: from 9 September, 2023

Store Championship: September 30 - October 8, 2023

Commander Party: September 15-17, 2023



Wilds of Eldraine returns your community to the fairytale-inspired, whimsical plane of Eldraine that they know and love—this time, with a twist. As the dust from the Phyrexian invasion settles, your players will find Eldraine is afflicted with The Wicked Slumber, which has driven many of the plane's denizens into a deep sleep that no one can wake them from.

Starting with *Wilds of Eldraine*, the weekend of Launch Party will be replaced by the return of the Open House program! Open House is a perfect opportunity for new-to-*Magic* players to visit your store and learn the ropes of *Magic* in a friendly social environment.

Plus, you can encourage the engaged players in your community to stop in and bring their friends and family to earn the Bring-a-Friend promo and teach them to play—or, if they're interested, they can become a mentor for other new players at your store



New player acquisition is one of the most important actions to support your *Magic: The Gathering* business. All WPN stores based in EMEA will receive a countertop unit with their *Wilds of Eldraine* Prerelease delivery. This material encourage customers to ask for a demo to the store staff and features a slot to display the new Starter Kit.

This material is valid to be used until a new Starter Kit will be released.





PRODUCTS

[Product Page](#)

RELEASE DATE:
September 8, 2023

[Digital Assets](#)

DRAFT BOOSTER



IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

SET BOOSTER



IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

COLLECTOR BOOSTER



IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Display holds 36 *Wilds of Eldraine* 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

CONTENTS:

- Display holds 30 *Wilds of Eldraine* 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 5 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)

CONTENTS:

- Display holds 12 *Wilds of Eldraine* Collector Boosters
- 15 Magic: The Gathering cards per booster
- 1 Foil token 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
- 10-12 Foil cards in every pack



WILDS OF ELDRAINE

Ready to Play

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RELEASE DATE:
September 8, 2023

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STARTER KIT



IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Two 60-card decks
- 2 Traditional Foil card per deck
- 6 Rare cards per deck
- 2 *Magic: The Gathering Arena* Redemption Cards (only in valid regions)
- 1 Learn-to-Play Guide
- 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.
- Best Product to discover Magic !

COMMANDER DECKS



IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- 98 Non-Foil cards
- 2 Traditional Foil Legendary Creatures
- 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)
- Each deck introduces 20 never-before-seen Commander cards to Magic: The Gathering

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BUNDLE



IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

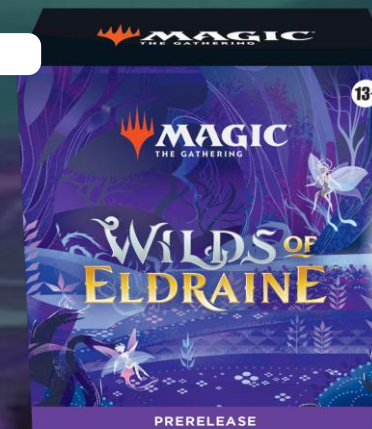
CONTENTS:

- Bundle holds 8 *Wilds of Eldraine* Set Boosters
- 1 Traditional Foil alt-art promo card
- 40 basic land cards (20 foil + 20 non-foil)
- Spindown life counter
- Card storage box

KEY SELLING POINTS:

- The Bundle is a great gift for the Magic superfans visiting your store. They contain a little bit of everything to get a player's collection off the ground
- Storage Box is much appreciated by players and collectors

PRERELEASE



IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- 6 *Wilds of Eldraine* Draft Boosters
- 15 Magic: The Gathering cards per booster
- 1 foil, year-stamped Rare or Mythic Rare
- 1 *Magic: The Gathering Arena* code card (only in valid regions)
- 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



PROMO MATERIAL &
TREATMENTS



WILDS OF ELDRAINE

Promo Material

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Welcome Booster



Hornet Queen
(French)



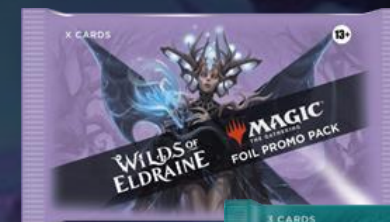
Harvester of Souls



Kalonian Hydra
(Spanish)



Goblin Rabblemaster



Promo Packs (Regular & Foil)



Buy-a-Box Promo



Commander
Party Promo



Participation



Top 8



Winner



Drown in the Loch



Cultivate

Open House
Promo

Bring-a-Friend Promo

How to reward players and customers!

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



SHOWCASE BASIC LANDS

FOUND IN: DB,SB,CB



SHOWCASE ADVENTURES

FOUND IN: DB,SB,CB



ENCHANTING TALES

FOUND IN: DB,SB,CB



ANIME ENCHANTING TALES

FOUND IN: DB,SB,CB



ANIME ENCHANTING TALES
CONFETTI FOIL TREATMENT

FOUND IN: CB ONLY



BORDERLESS ART CARD

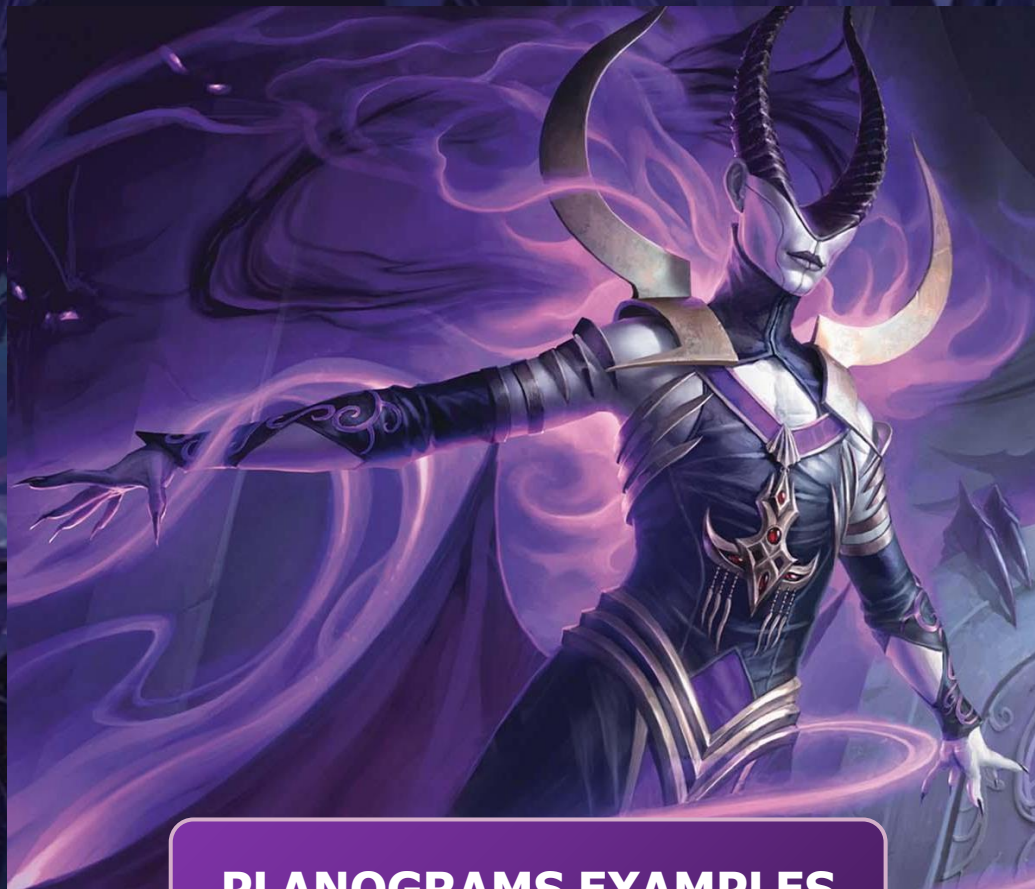
FOUND IN: DB,SB,CB



EXTENDED ART

FOUND IN: CB ONLY

What are you looking for ?



PLANOGRAMS EXAMPLES



80 x 70 cm
3 shelves

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

BACK
COUNTER



80 x 100 cm
3 shelves

- 4 Starter Kits
- 4 Commander Decks
- 2 Draft Booster Displays
- 2 Set Booster Displays
- 6 Bundles
- 4 Collector Booster Display

BACK
COUNTER

The planograms are provided for inspiration only. Back counter planograms can include all products for Wilds of Eldraine



90 x 100 cm
2 shelves

- 4 Starter Kits
- 1 Draft Booster Display
- 1 Set Booster Display
- 2 Collector Booster Displays
- 2 Bundles
- 4 Commander Decks

BACK
COUNTER

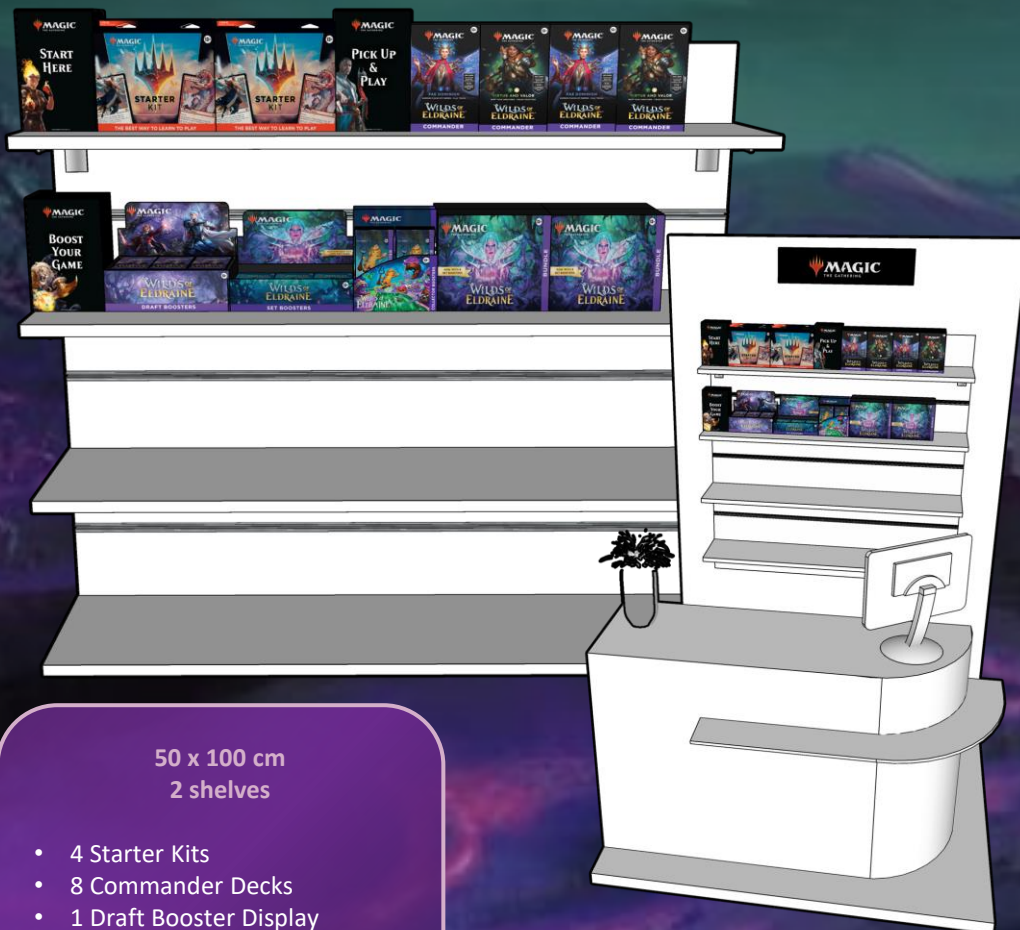


100 x 50 cm
4 shelves

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

BACK
COUNTER

The planograms are provided for inspiration only. Back counter planograms can include all products for Wilds of Eldraine



50 x 100 cm
2 shelves

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

BACK
COUNTER

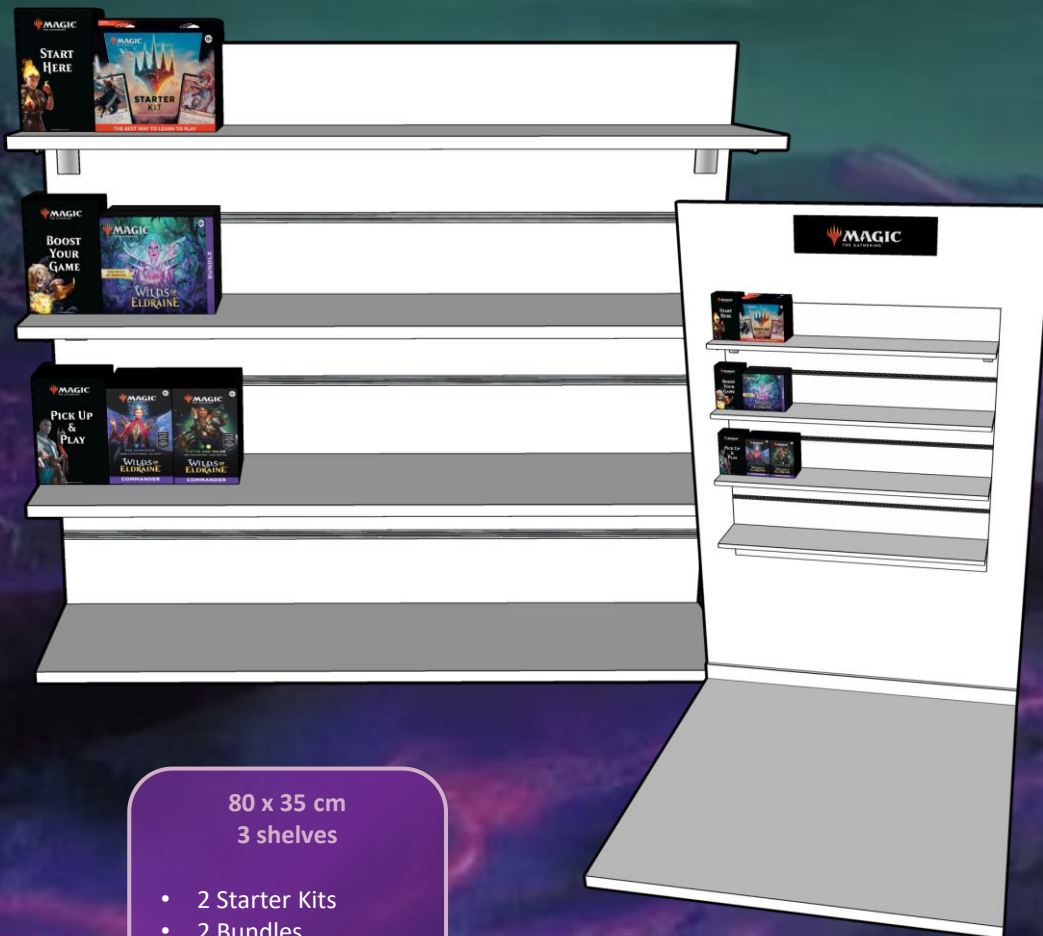


50 x 100 cm
2 shelves

- 4 Starter Kits
- 4 Bundles
- 16 Commander Decks

IN
STORE

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



80 x 35 cm
3 shelves

- 2 Starter Kits
- 2 Bundles
- 4 Commander Decks

IN
STORE



80 x 50 cm
3 shelves

- 4 Starter Kits
- 4 Bundles
- 4 Commander Decks

IN
STORE

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

WILDS OF ELDRAINE

THANKS!