

DUSKMOURN

HOUSE OF HORROR

PRODUCT GUIDE



DATES

Prerelease:

September 20-26 2024

Release:

September 27 2024

Open House:

November 1-3 2024

Friday Night Magic:

September 27 to November 1 2024

WPN Trick or Treat Halloween Event:

October 25-31 2024

Commander Party:

October 4-10 and November 1-7 2024

End of Year Store Championship:

October 12 2024 - January 5 2025

Standard Showdown:

September 27 to November 7 2024

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MARKETING - NEW

MARKETING - TRICK OR TREAT

BOOSTERS

READY TO PLAY

OTHER PRODUCTS

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PLANOGRAMS

STORY

Dare to enter *Duskmourn*! You'll find yourself on a plane filled with terrifying new creatures, dazzling new card treatments, and a team of heroes both new and old!

Prepare yourself with a glimpse into the horrors that lie within the House, and you just might make it out alive ...

Nashi, the son of the Planeswalker Tamiyo, has vanished through a mysterious door. There's only one clue to his whereabouts: a glitchy, warped recording of a new world full of terrors.

WELCOME DECKS ARE BACK!

These 30-card decks can be provided to new players during events such as Open House or for walk-in demos any time. There are two decks in each box; one in an indicated color, and the other a random one of the five mana colors in Magic.

After the demo experience, the new player can take home this promotional deck free-of-charge to continue their Magic journey. They are an exceptional tool for new player acquisition, giving new players a peek at some Booster Fun (with 2 Booster Fun cards in each deck).



Welcome Decks will only be available for WPN stores supported in
English.



BUY-A-BOX PROMOTION GETS SCARY GOOD: INCLUDES A COLLECTOR BOOSTER

For *Duskmourn: House of Horror*, the Buy-a-Box promotion is good enough to give you chills: alongside the promo card, customers who purchase a sealed display of *Duskmourn: House of Horror* Play or Collector Boosters will also receive one English-language *Duskmourn: House of Horror* Collector Booster, while supplies last. This promotion is for in-store purchase or pick-up only; no Buy-a-Box promos or promotional Collector Boosters may be included in shipped orders at any time.



New! The Trick Or Treat Event Is Twofold: There Is A Play Event, And A Sales Incentive Promotion.

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TRICK EVENT DETAILS

Celebrate Halloween with a spook-tacular event that invites players to participate in Sealed Deck events with a chilling twist. Participating players who dare to register for the Trick event with their Wizards Account will receive a Trick Event Goodie Bag containing:

- 4 *DuskmourN: House Of Horrors* Play Boosters
- 2 Random Magic: The Gathering Boosters (Sent Free-of-charge To Your Store)
- 1 EMBLEM CARD ("Whenever An Enchantment Enters The Battlefield Under Your Control, Choose One: Trick - Create A Treasure Token. Treat - Create A Food Token.")
- Promos Will Be Sent To Qualifying Stores Directly From Your Preferred Distributor (Deadline 23rd of August)



New! The Trick Or Treat Event Is Twofold: There Is A Play Event, And A Sales Incentive Promotion.

TREAT SALES PROMOTION DETAILS

Duskmourn: House of Horror is a set so scary it's good, but it's not all tricks at this event—starting October 31, you can use the same Trick Goodie Bags described in the previous slide to reward customers who spend \$75 USD/70 Euros/ 60 Pounds (or equivalent in local currency) on sealed *Duskmourn: House of Horror* product in-store.

Any unused Goodie Bags from the Trick event should be used for the Treat sales promotion. The Treat goodie bag should contain the 2 random boosters received for the promotion.



Release: September 27 2024
WPN Release: September 20 2024

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PLAY BOOSTER

Product Page

IDEAL FOR:

- Newcomers
- Casual Fans
- Engaged Fans
- Collectors
- Gift Buyers

CONTENTS:

- Display holds 36 *Duskmourn: House of Horror* Play Boosters
- 14 *Magic: The Gathering* cards per booster
- 1 Ad/Token card or Art card in each booster
- 1 Land in each booster: 50% chance of a basic land; 50% chance of a common dual land

KEY SELLING POINTS:

- Play Boosters are the ideal booster for the play environment—especially Limited format events. Plus, they're a thrilling pack-opening experience, providing players the opportunity to snag multiple Rare cards or even a possible Booster Fun treatment
- 1 to 4 Rare or Mythic in each booster
- 1 Traditional Foil in each booster

[Digital Assets](#)



COLLECTOR BOOSTER

Product Page

IDEAL FOR:

- Newcomers
- Casual Fans
- Engaged Fans
- Collectors
- Gift Buyers

CONTENTS:

- Display holds 12 *Duskmourn: House of Horror* Collector Boosters
- 15 *Magic: The Gathering* cards per booster

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 cards of rarity Rare or higher in every pack
- 11-13 Foil cards in every pack
- Japan Showcase card in 9% of boosters
- Fracture Foil Japan Showcase card in 1% of boosters



Release: September 27 2024
WPN Release: September 20 2024

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PRERELEASE

[Product Page](#)

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- 6 Duskmourn: House of Horror Play Boosters
- 14 Magic: The Gathering cards per booster
- 1 Foil, year-stamped Rare or Mythic Rare
- 1 Magic: The Gathering 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 Play Boosters as prize support for each kit

[Digital Assets](#)



COMMANDER DECKS

[Product Page](#)

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- 98 Non-Foil cards
- 2 Traditional Foil Legendary cards
- 2-card Collector Booster Sample Pack
- 10 new Archenemy cards
- 10 Double-Sided Tokens
- 1 Life wheel
- 1 Strategy insert
- 1 Reference card

KEY SELLING POINTS:

- 4 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- 10 new-to-Commander cards
- Archenemy add-on makes these decks work both great for regular Commander play, or for a fun Archenemy experience



Release: September 27 2024
WPN Release: September 20 2024

Release: October 18 2024

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BUNDLE

[Product Page](#)

IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Bundle holds 9 *Duskmourn: House of Horror* Play Boosters
- 1 Traditional Foil card with Bundle-exclusive alternate-art
- 15 Traditional Foil Basic Land cards (including 5 foil Full-Art Lands)
- 15 nonfoil Full-Art Lands (including 5 Full-Art Lands)
- 1 Oversized Spindown life counter
- Card storage box
- 2 Reference cards

KEY SELLING POINTS:

- Storage Box is much appreciated by players and collectors

[Digital Assets](#)



NIGHTMARE BUNDLE

[Product Page](#)

IDEAL FOR:

Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- 6 *Duskmourn: House of Horror* Play Boosters
- 2 *Duskmourn: House of Horror* Collector Boosters
- 1 Nightmare Booster
- 20 Full-Art Manor Lands in traditional foil
- 3 Double-sided posters
- 1 Glow-in-the-dark, oversized Spindown life counter
- Card storage box
- 2 Reference cards

KEY SELLING POINTS:

- The Nightmare Booster includes 1 of 3 possible Promo cards, featuring 3 cards Movie Poster (style calls back to classic horror movie posters) and then the other three are done by artist Tim Jacobus (best known for his work with Goosebumps)



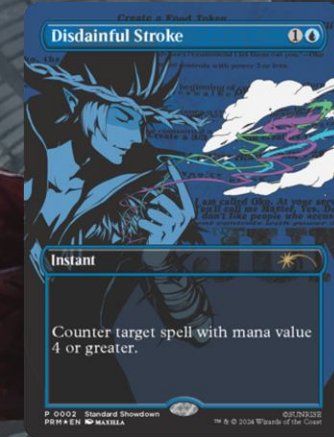
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Promo Buy-a-Box
(+1 Collector Booster Until Supplies Lasts)



Promo Pack (Regular & Foil)



Standard Showdown Promo



Commander Party Promo



Participation



Top 8



Winner



Promo Open House

3 Store Championship Promos



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FULL ART LANDS
FOUND IN: PB, CB



PARANORMAL FRAME
FOUND IN: PB, CB



MIRROR MONSTER
FOUND IN: PB, CB



SPECIAL GUESTS
FOUND IN: PB, CB



DOUBLE EXPOSURE
FOUND IN: PB, CB



TEXTURED FOIL DOUBLE EXPOSURE
FOUND IN: CB



JAPAN SHOWCASE
FOUND IN: CB



FRACTURE FOIL JAPAN SHOWCASE
FOUND IN: CB

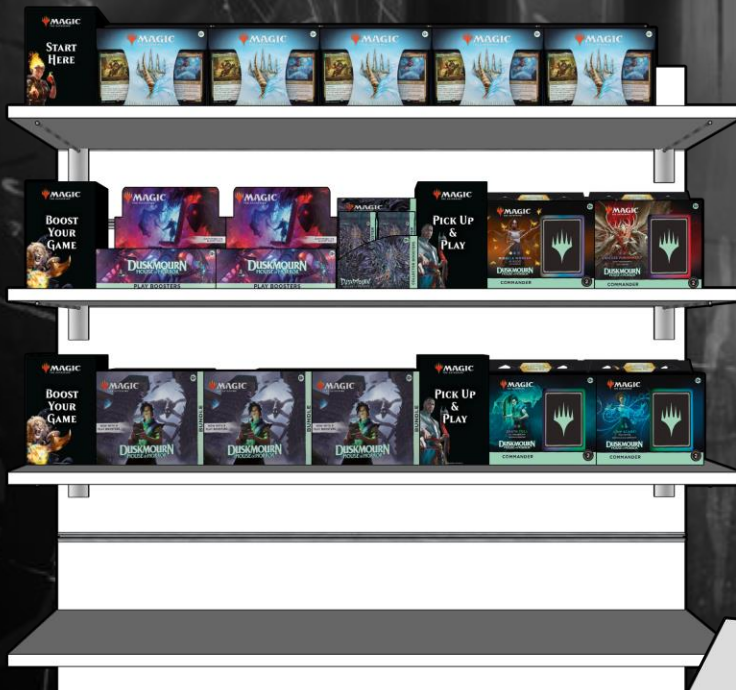


PB: Play Booster
CB: Collector Booster

Cards displayed are only for representation and are not indicative of the card players will receive



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BACK COUNTER

100 x 75 cm
3 shelves

- 10 Starter Kits
- 2 Play Booster Display
- 1 Collector Booster Display
- 4 Commander Decks
- 6 Bundle
- 4 Commander Decks



BACK COUNTER

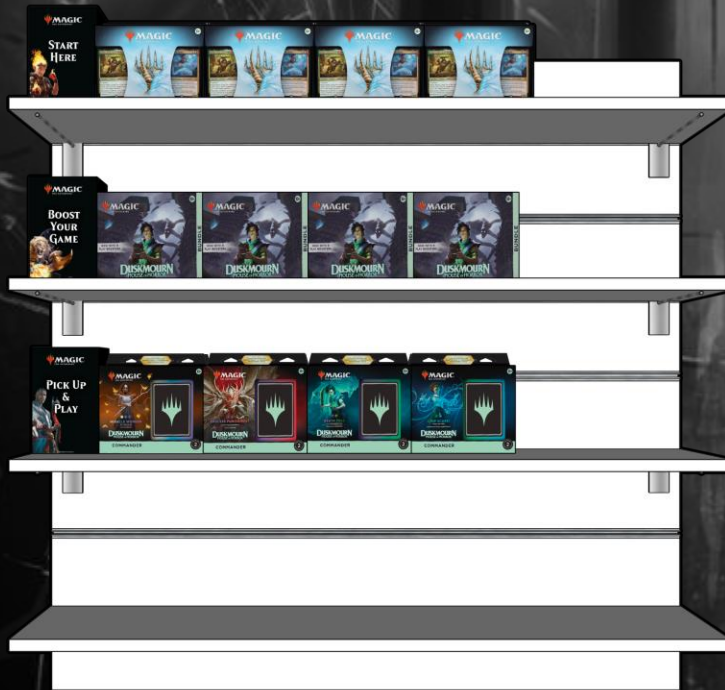
75 x 100 cm
4 shelves

- 6 Starter Kits
- 3 Play Booster Display
- 2 Bundle
- 2 Collector Booster Display
- 8 Commander Decks

The planograms are provided for inspiration only. Back counter planograms can include all products for *DuskmourN House of Horror*



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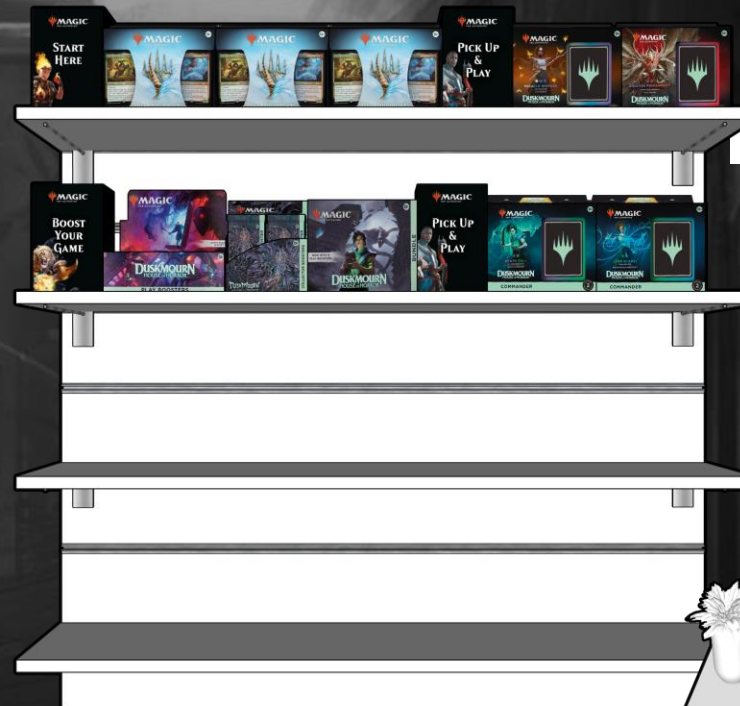


INSTORE

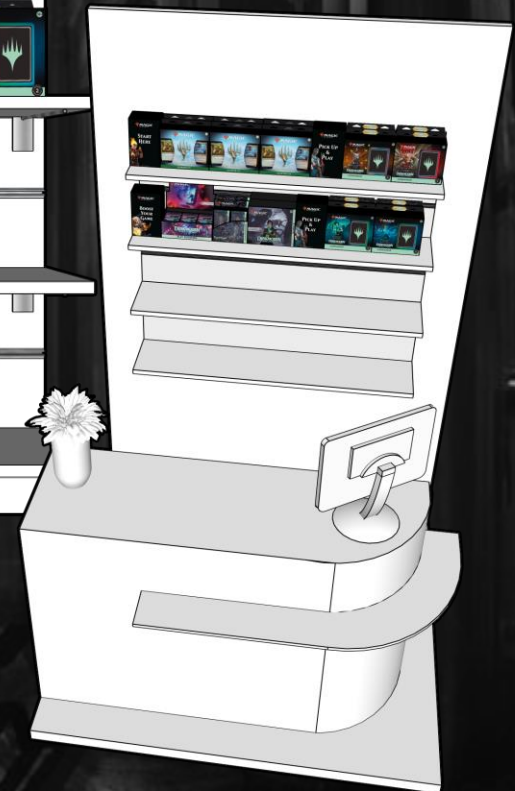


100 x 75 cm
3 shelves

- 4 Starter Kits
- 4 Bundle
- 8 Commander Decks



BACK COUNTER



100 x 50 cm
2 shelves

- 6 Starter Kits
- 4 Commander Decks
- 1 Play Booster Display
- 1 Collector Booster Display
- 1 Bundle
- 4 Commander Decks

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



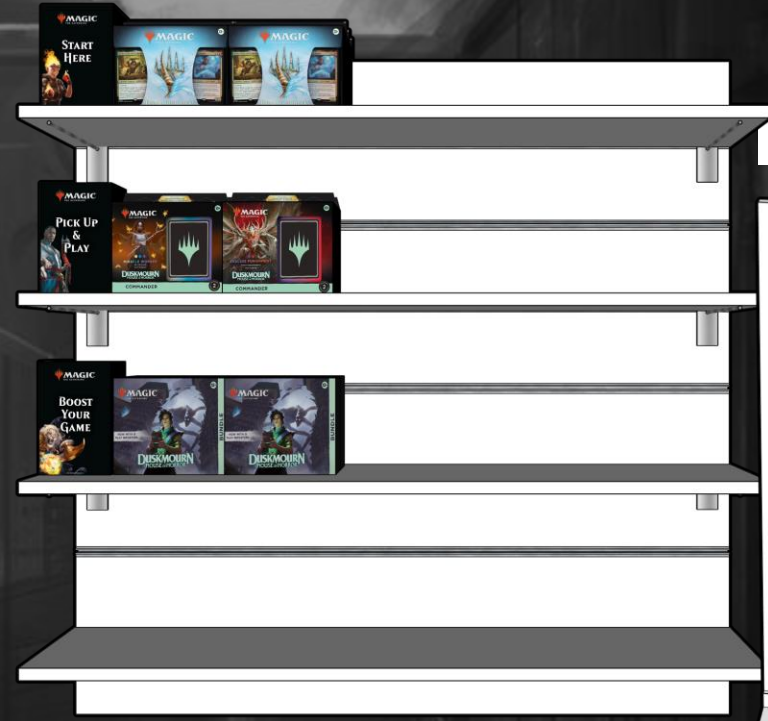
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INSTORE

50 x 75 cm
3 shelves

- 4 Starter Kits
- 4 Bundle
- 4 Commander Decks



INSTORE

50 x 75 cm
3 shelves

- 4 Starter Kits
- 4 Commander Decks
- 4 Bundle



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

DUSKMOURN

HOUSE OF HORROR

THANKS

