

PRODUCT GUIDE





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Dates, Index and Story

DATES

Prerelease: June 7th to 13th 2024

> Release: June 14th 2024

Launch Party: June 14th to 16th 2024 MARKETING EMEA <u>NEW PRODUCT</u> <u>BOOSTERS</u> <u>READY TO PLAY</u> <u>OTHER PRODUCTS</u> <u>PROMOTIONAL MATERIALS</u> <u>CARDS TREATMENTS</u> PLANOGRAMS

STORY

Modern Horizons 3 follows in the footsteps of its predecessor releases, bringing new-to-Magic cards to Modern alongside exciting reprints, including new-to-Modern additions and popular Modern cards from across Magic's history.

Ally fetch lands? More Eldrazi? The return of energy? Intriguing graveyard tools? *Modern Horizons* 3 has them! Plus, fans of iconic Planeswalkers (and *Magic Origins*) get to see how even more of them sparked to begin their journey throughout the Multiverse and *Magic* story.



MAGIC THE GATHERING

MODERN HORIZONS

Marketing EMEA

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Modern Horizon 3 Limited Poster Prize

WPN stores will receive 3 Foil A3 sized Eldrazi posters from MH3.

These posters would be used to support any limited MH3 play (draft or sealed) following the Prerelease, giving you the chance to run 3 more limited events with a desirable unique first place prize.

These events could be any of the following:

- MH3 booster draft (3 Play boosters per player)
- MH3 Sealed (6 boosters per player)
- MH3 2HG Sealed (8 boosters per team)







Modern Horizon 3 Commander Precon Event

WPN stores would be able to schedule a 'Commander Precon' event during the Prerelease week of MH3. This event would give players the opportunity to play multiplayer Commander games using the new MH3 Commander decks.

To make this event more enticing for players, we would like to provide each store a display of Commander Master set boosters (24 boosters). Any player who buy a MH3 Commander Deck and participate into the event will receive 2 of these Set Boosters (Until supplies last).

We will also offer WPN stores a reward if you report both a MH3 Prerelease and a MH3 Commander Precon event. This reward would be a Secret Lair Shipped to you with Bloomburrow.











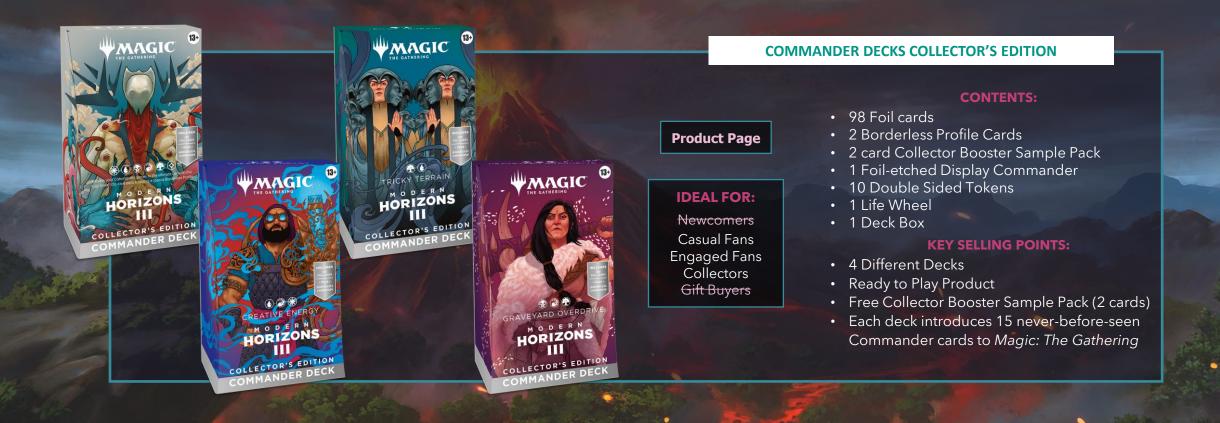




Release: June 14 2024

Products – New







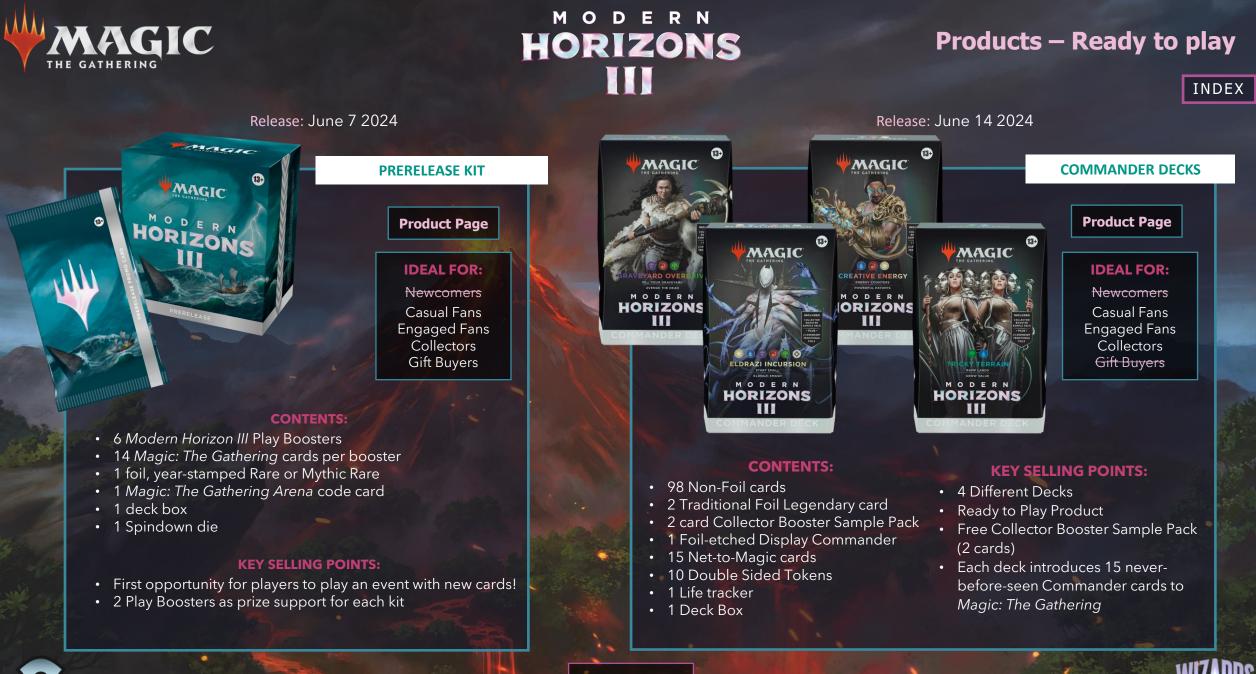
Digital Assets



Digital Assets

- Play Boosters are the ideal booster for the play environment and a thrilling pack-opening experience with the opportunity at multiple rares and Booster Fun treatments
- 1 to 5 Rare or Mythic in each booster
- 1 Traditional Foil in each booster
- Borderless Fetch Land in <1% of boosters

- Serialized Concept Eldrazi cards (exclusive to Collector Boosters)
- Retro MH1 & MH2 Frame cards
- 5 cards of rarity Rare or higher in every pack
- Up to 2 Foil-Etched cards
- 10-12 Foil cards in every pack
- Serialized card in <1% of boosters



Digital Assets

WIZ RD



Products – Other



Release: June 28 2024



BUNDLE Product Page IDEAL FOR: Newcomers Casual Fans Engaged Fans Collectors Gift Buyers

CONTENTS:

Release: June 14 2024

- Bundle holds 9 Modern Horizon III Play Boosters
- 1 Traditional Foil alt-art card Bundle-Exclusive
- 30 basic land cards (15 foil + 15 non-foil)
- 1 oversized Spindown life counter
- Card storage box

KEY SELLING POINTS:

• Storage Box is much appreciated by players and collectors



IDEAL FOR:

Product Page

GIFT BUNDLE

Newcomers Casual Fans Engaged Fans Collectors Gift Buyers

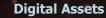
CONTENTS:

- Bundle holds 9 Modern Horizon III Play Boosters
- 1 Modern Horizon III Booster Collector
- 1 Traditional Foil alt-art card Bundle Exclusive
- 30 basic land cards (15 foil + 15 non-foil)
- 1 oversized Spindown life counter
- Card storage box

KEY SELLING POINTS:

- Storage Box is much appreciated by players and collectors
- Collector Booster includes up to 2 Foil-Etched cards and 10-12 Traditional Foil cards







Promotional and Material



Counter target instant or sorcery spell unless its controller pays 1. Storm

"You said you'd hit me with everything you have. Was that all?"

Mar Illus, Andrew Mar



Sorcery

Search your library for up to two basic land cards, reveal those cards, put one onto the battlefield tapped and the other into your hand, then shuffle.

Hand in hand, they sowed the seeds, and the battered earth began to flourish once again.

P 0001 Bring-a-Friend 14 & C 2023 Winash of the Coast

Bring a Friend Promo

Buy a Box Promo



Promotional Poster

MAGIC

WPN Premium Countertop Standee



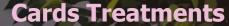
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How to reward players and customers!



MAGIC MODERN HORIZONS





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Land

r, Pay 1 life, Sacrifice Polluted

Delta: Search your library for an

Island or Swamp card, put it onto the battlefield, then shuffle.

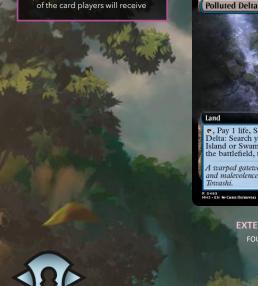
A warped gateway that seeps toxins and malevolence into the waters around

EXTENDED ART

FOUND IN, CB

PB: Play Booster CB: Collector Booster CD: Commander Deck

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





JT-



Whenever Laelia, the Blade Reforged attacks, exile the top card of your library You may play that card this turn. Whenever one or more cards are put into exile from your library and/or your eyard, put a +1/+1 counter on

BORDERLESS PROFILE FOUND IN: PB,CD

When you cast this spell, gain control of all creatures target player controls.

Flying, protection from spells and from

When Emrakul, the World Anew leaves the battlefield, sacrifice all creatures you

RETRO FRAME

FOUND IN: PB, CB

permanents that were cast this turn

Madness-Pay six &.



Search your library for up to two basic land cards, reveal those dards, pur one onto the battlefield tapped and the other into your hand, then shuffle.

FRAME BREAK FOUND IN: PB, CB



ring, protection from spells and from manents that were cast this turn When Emrakul, the World Anew leaves the s-Pay six 🛇

BORDERLESS CONCEPT FOUND IN: CB

TH & C 2024 W

What are you looking for ?



When Ajani, Nacatl Pariah enters he battlefield, create a 2/1 white Cat Warrior creature token. Whenever one or more other Cats you control die, you may exile Ajani, then return him to the battlefield transformed nder his owner's control. 1/2

> **TEXTURED FOIL** FOUND IN: CB



When you cast this spell, gain control of all 199.0 TH & C 2024 W

> **FOIL ETCHED** FOUND IN: CB



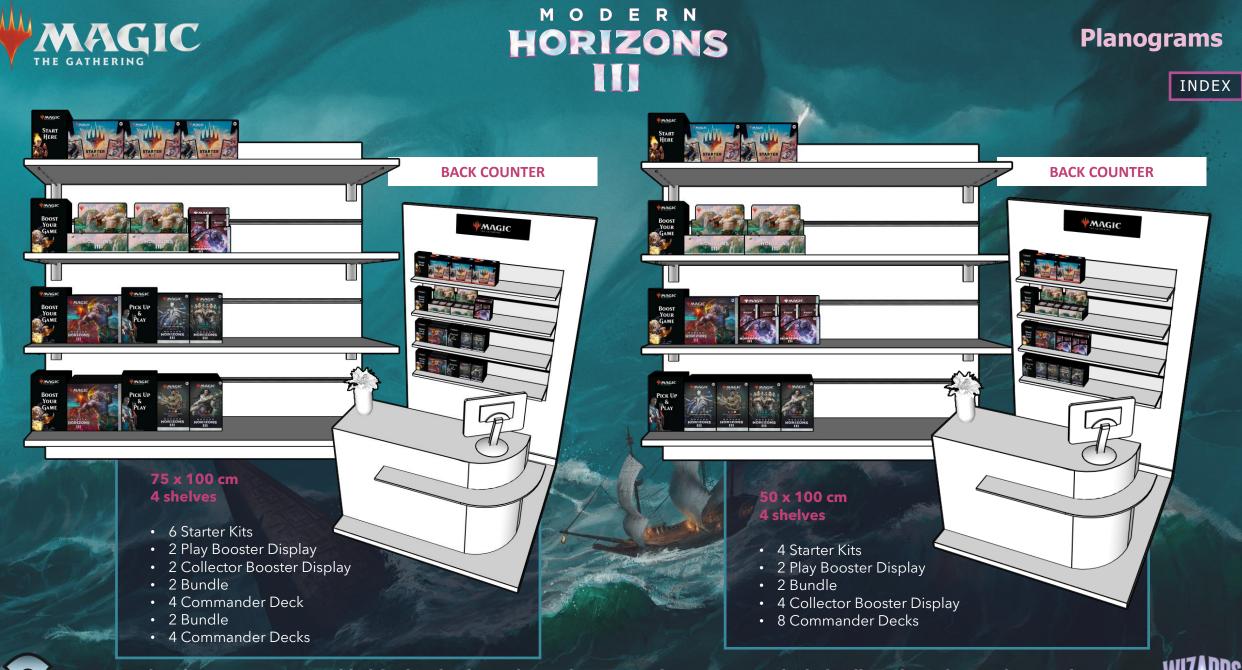
BORDERLESS CARDS FOUND IN: PB, CB



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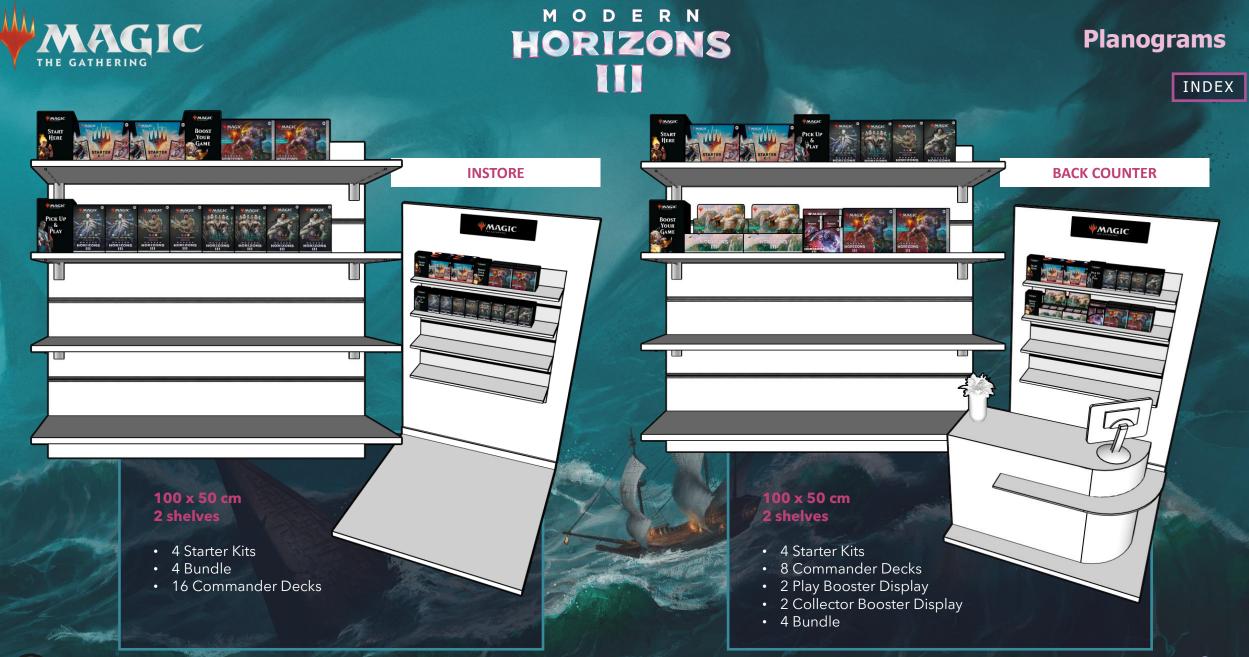
SERIALIZED BORDERLESS CONCEPT FOUND IN: CB





The planograms are provided for inspiration only. Back counter planograms can include all products for Modern Horizon III

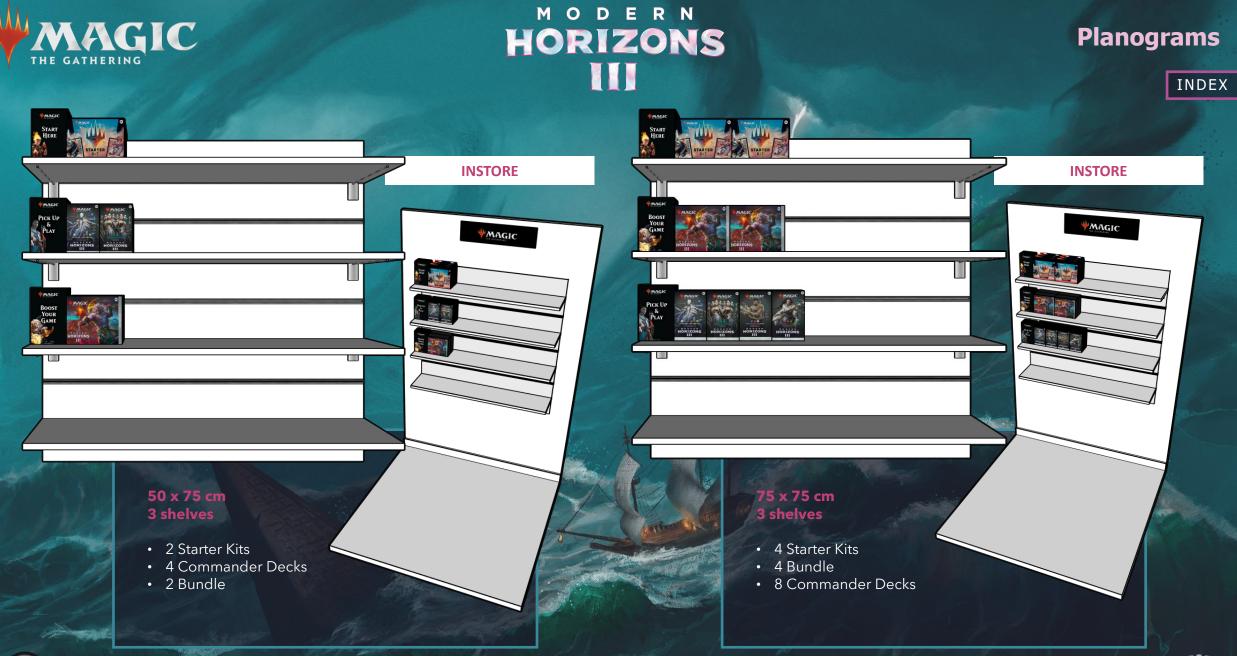






The planograms are provided for inspiration only. In-store planograms do not include boosters for safety reasons.





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