

# MURDERS AT KARLOV MANOR

PRODUCT GUIDE



# MURDERS AT KARLOV MANOR

### DATES

#### Prerelease:

February, 2-8 2024

#### Release:

February, 9 2024

#### Open House:

February, 9-11 2024

#### Friday Night Magic:

February, 9 – March, 29 2024

#### Commander Night:

February, 16-18 2024

#### Store Championship:

February, 2-10 2024

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### STORY

The highest-profile murder needs the highest-profile detective. Uncover clues and follow leads to solve the mystery as Ravnica's greatest detective dives into the dizzying depths of intrigue with Murders at Karlov Manor. Alquist Proft and the Ravnican Agency of Magicological Investigations need to uncover a murderer. With a string of murders (and attempted murders) across Ravnica, the race is on to uncover who's next—and who's behind it all.



With your Prerelease material you will receive a Countertop Strut Card. You can put it on the counter to explain to your customers what are the Play Boosters and what's inside!



**MAGIC THE GATHERING**

# MURDERS AT KARLOV MANOR

**PLAY BOOSTERS** FUN TO PLAY, FUN TO OPEN

DRAFT BOOSTER + SET BOOSTER =

NEW

- Fit for Draft and Sealed game formats
- Up to 4 Rares/Mythic Rares
- Guaranteed Foil in every pack
- Chance at Magic history (the List/Special Guests)

14 CARDS  
MAGIC THE GATHERING  
THE BEST OF DRAFT AND SET BOOSTERS!  
MURDERS AT KARLOV MANOR  
PLAY BOOSTER

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**AVAILABLE NOW**

- Play Booster
- Collector Booster
- Bundle
- Commander Decks

**AVAILABLE FROM 23<sup>RD</sup> FEBRUARY**

- Ravnica Cluedo Edition





We're kicking off the return of Standard Showdown in a big way—for the first weekend of Standard Showdown, your players can get their hands on two Year of the Dragon promo cards! These promos will be sent with your Murders at Karlov Manor promotional kit, so be sure to save them for the beginning of Standard Showdown the week of February 9 – 18.

Additionally, if your store runs two or more Standard Showdown events during the month of February, you'll qualify to receive an oversized Magic card to be displayed in your store, sent with your Outlaws of Thunder Junction promo shipment.





# MURDERS AT KARLOV MANOR

## Play Booster Draft Promos

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For Murders at Karlov Manor, we'll be sending all WPN stores Play Booster Draft promos to support Play Booster Draft events for the entire season! The Play Booster Draft promos are foil for all WPN stores and are only available in English. You'll receive a number of promos based on your community size, with approximately equal amounts of each of the three promos in the shipment. When a player in your store participates in a Play Booster Draft event using their Wizards Account, you may hand them one of the three special promo cards. Players must register for your event using their Wizards Account to be eligible to receive a promo.





# MURDERS AT KARLOV MANOR

New Products – Play Booster

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Combining the **PLAY EXPERIENCE** of Draft Boosters + the **SET EXPERIENCE** of Set Boosters!  
 Play Boosters replace Draft and Set Boosters to contain both experiences – players no longer need to choose between them!

Guaranteed foil, chance at Rare+



Guaranteed Rare+



Beautiful treatments



Cards for Limited



Chance of Magic history (The List / Special Guests)



Chance of bonus Rares (1-4)





# MURDERS AT KARLOV MANOR

## New Products – Ravnica: Clue / Cluedo Edition

[INDEX](#)

### BOX CONTENTS

- 8 Ravnica: Cluedo Edition Boosters
- 21 Evidence cards featuring characters, weapons, and rooms inspired by Cluedo
- 1 of 10 possible Foil Shock Lands featuring new art
- 4 Hidden Info Screens
- 1 Evidence Notepad
- 1 Case File Envelope
- 1 Card Storage Box

CLUE EDITION

Edition may change due to the geo region

CLUEDO EDITION

[Digital Assets](#)





Release:  
February, 9 2024

# MURDERS AT KARLOV MANOR

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### PLAY BOOSTER

[Product Page](#)

#### IDEAL FOR:

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

#### CONTENTS:

- Display holds 36 *Murders at Karlov Manor* Play Boosters
- 14 Magic: The Gathering cards per booster
- 1 Ad/Token card or Art card in each booster
- 1 Basic land in each booster

#### KEY SELLING POINTS:

- Best MTG Booster combining the experience of the old Draft Booster with the old Set Booster
- 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)

[Digital Assets](#)



### COLLECTOR BOOSTER

[Product Page](#)

#### IDEAL FOR:

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

#### CONTENTS:

- Display holds 12 *Murders at Karlov Manor* Collector Boosters
- 15 Magic: The Gathering cards per 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



Release:  
February, 9 2024

# MURDERS AT KARLOV MANOR

Products – Ready to Play

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## STARTER KIT

[Product Page](#)

**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 redeption card.



## 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
- 1 Foil-etched Display Commander
- 10 double sided Tokens
- 1 Life tracker
- 1 Deck Box

### KEY SELLING POINTS:

- 4 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- Each deck introduces 12 never-before-seen Commander cards to Magic: The Gathering

[Digital Assets](#)





Release:  
February, 9 2024

# MURDERS AT KARLOV MANOR

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### BUNDLE

[Product Page](#)

#### IDEAL FOR:

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

#### CONTENTS:

- Bundle holds 9 *Murders at Karlov Manor* Play Boosters
- 1 Traditional Foil alt-art card
- 30 basic land cards (15 foil + 15 non-foil)
- Spindown life counter
- Card storage box

#### KEY SELLING POINTS:

- Storage Box is much appreciated by players and collectors

[Digital Assets](#)

### PRERELEASE

[Product Page](#)

#### IDEAL FOR:

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

#### CONTENTS:

- 6 *Murders at Karlov Manor* Play Boosters
- 14 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 Play Boosters as prize support for each kit





**Welcome Booster**



Urza, Prince of Kroog



Deadly Dispute



Vito, Thorn of the Dusk Rose



Dovin's Veto



**Promo Pack (Regular & Foil)**

**30th Anniversary Promos**



**Promo Buy-a-Box**



**Commander Party Promo**



Participation



Top 8

**3 Store Championship Promos**



Winner



**Promo Open House**



**Bring a Friend Promo**

**How to reward players and customers!**





**PB:** Play Booster  
**CB:** Collector Booster

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



**IMPOSSIBLE BASIC LANDS**

FOUND IN PB,CB



**MAGNIFIED CARD**

FOUND IN PB, CB



**INVISIBLE INK DOSSIER**

FOUND IN: CB



**BORDLESS CARD**

FOUND IN: PB,CB



**SHOWCASE DOSSIER**

FOUND IN: PB,CB



**RAVNICA CITY CARD**

FOUND IN: PB, CB



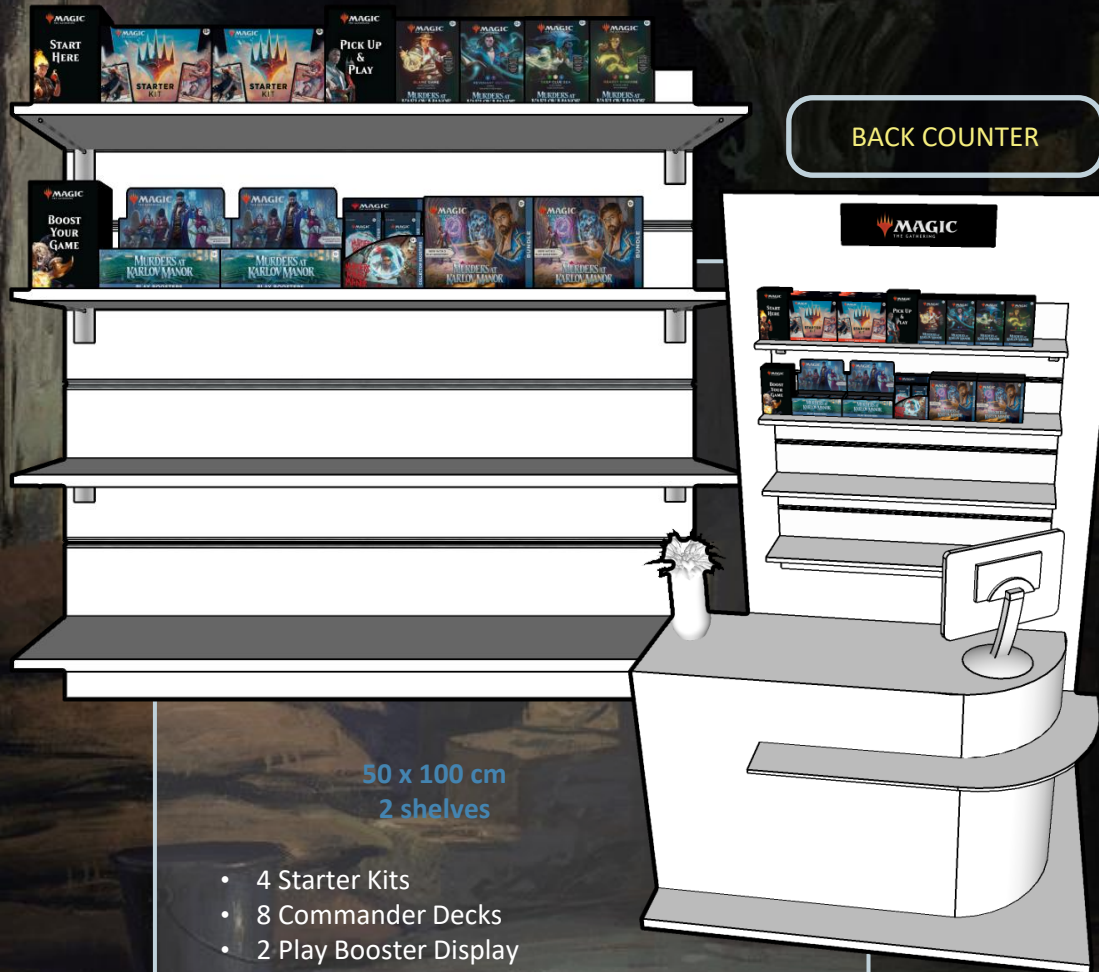
**SERIALISED RAVNICA CITY CARD**

FOUND IN: CB

What are you looking for ?

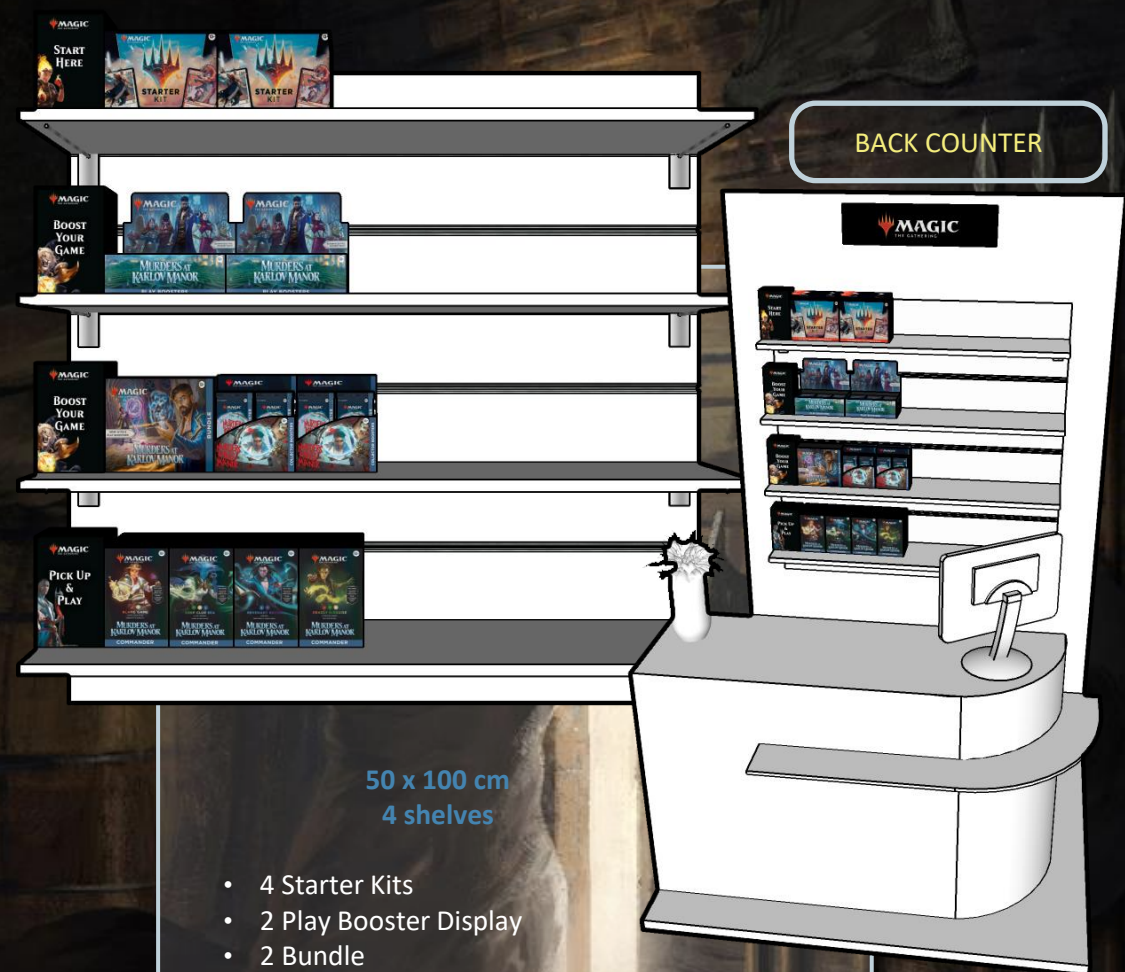


# MURDERS AT KARLOV MANOR



50 x 100 cm  
2 shelves

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



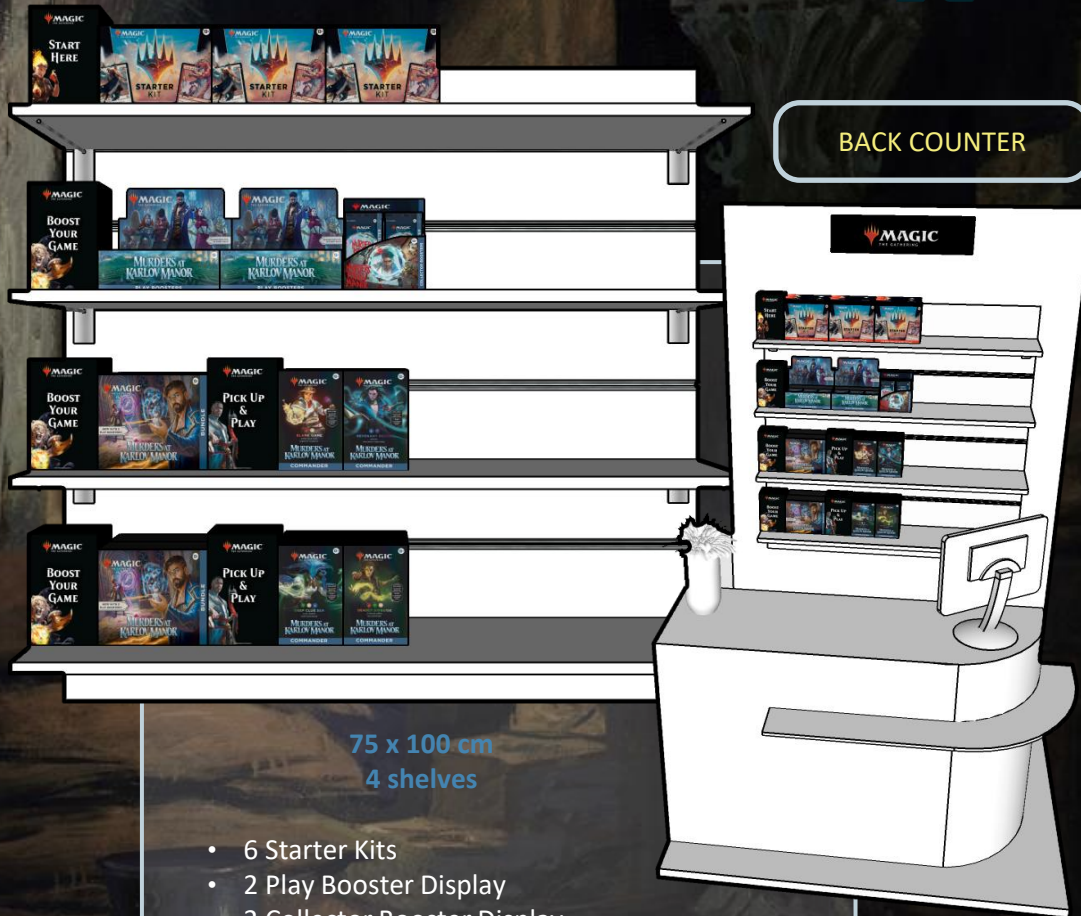
50 x 100 cm  
4 shelves

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

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



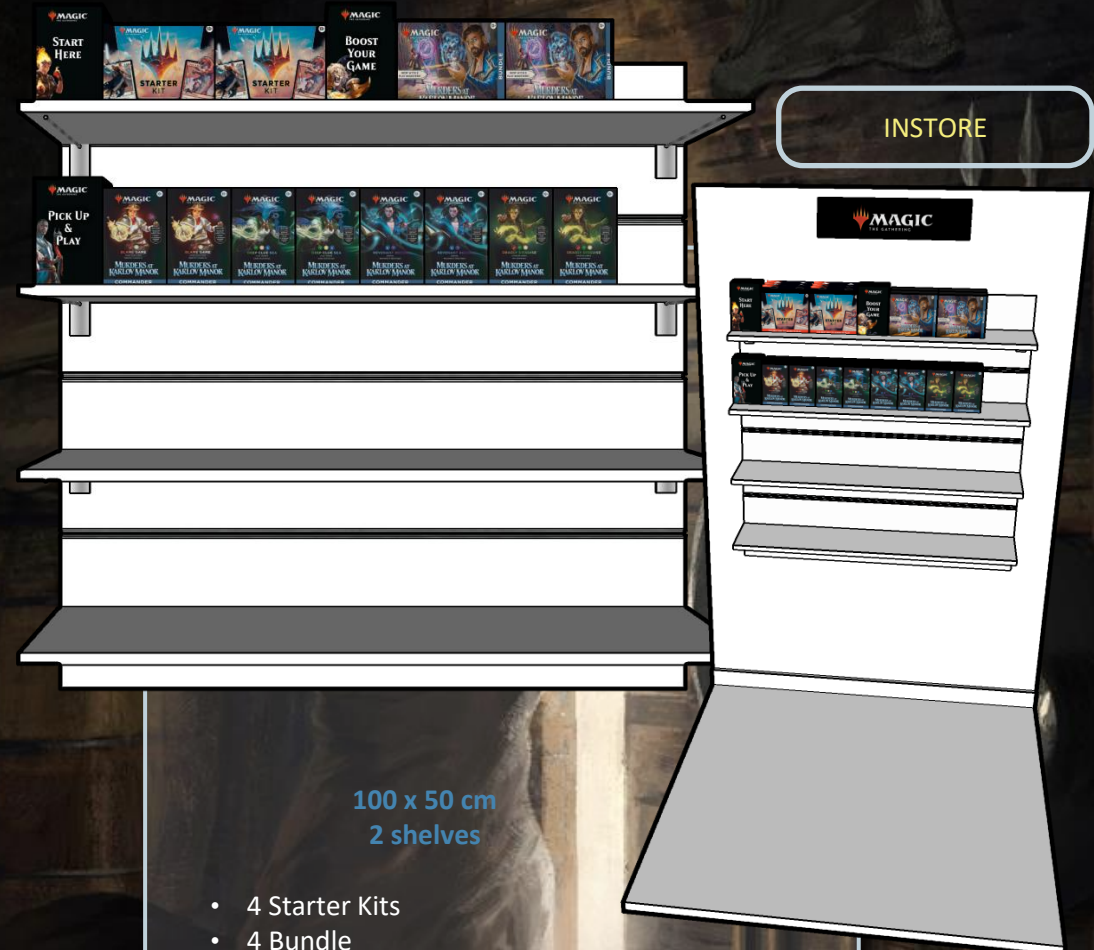
# MURDERS AT KARLOV MANOR



BACK COUNTER

75 x 100 cm  
4 shelves

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



INSTORE

100 x 50 cm  
2 shelves

- 4 Starter Kits
- 4 Bundle
- 16 Commander Decks

The planograms are provided for inspiration only. Back counter planograms can include all products for Murders at Karlov Manor



# MURDERS AT KARLOV MANOR

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**75 x 50 cm  
3 shelves**

**INSTORE**

- 2 Starter Kits
- 4 Commander Decks
- 2 Bundle

**75 x 75 cm  
3 shelves**

**INSTORE**

- 4 Starter Kits
- 4 Bundle
- 8 Commander Decks

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





# MURDERS AT KARLOV MANOR

THANKS