

OUTLAWS OF THUNDER JUNCTION

PRODUCT GUIDE

DATES

Prerelease:
April 12 to April 18 2024

Release:
April 19 2024

Open House:
April 19 to April 21 2024

Friday Night Magic:
April 19 to July 19 2024

Standard Showdown:
April 19 to July 25 2024

Commander Party:
April 26 to May 2 2024

Store Championship:
May 4 to May 12 2024

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STORY

Outlaws of Thunder Junction is Magic's first Western-themed set where the stakes are high, the repercussions of the Phyrexian invasion are still felt, and the story around the strange Omenpaths continues to build.

The Omenpaths are open, and everyone's blowing into town to seek their fortune as an outlaw. Oko, the baddest outlaw of them all, is getting together a posse of the Multiverse's most wanted to pull off a heist of epic scale.



STORE KIT



1 A3 poster



1 Mini Standee

To identify the Most Wanted player during the event



1 Most Wanted Frame

You can display the Most Wanted player here!



16 Golden Nugget Dice (arrive in 2 deliveries)

STANDARD SHOWDOWN MOST WANTED

"Will you be the Most Wanted player in Thunder Junction?"

The winner of the previous Standard Showdown event becomes the new Most Wanted player. Defeat the Most Wanted player and receive a "golden nugget" - a d20 Spindown die!

Promotion only available in United Kingdom, France and Germany.

Release: April 19 2024

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PLAY BOOSTER

Product Page

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Display holds 36 *Outlaws of Thunder Junction* 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 play experience of the Draft Booster with the excitement of a Set Booster
- 1 to 4 Rare or Mythic in each booster
- 1 Traditional Foil in each booster



COLLECTOR BOOSTER

Product Page

IDEAL FOR:
Newcomers
Casual Fans
Engaged Fans
Collectors
Gift Buyers

CONTENTS:

- Display holds 12 *Outlaws of Thunder Junction* 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

[Digital Assets](#)



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STARTER KIT

[Product Page](#)

IDEAL FOR:

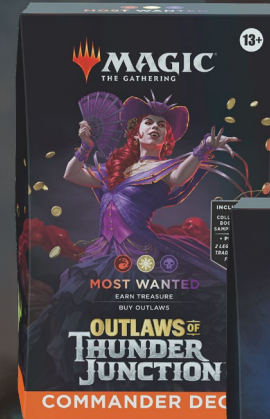
- Newcomers
- Casual Fans
- Engaged Fans
- Collectors
- Gift Buyers

CONTENTS:

- The Starter Kit holds 2 60-card decks
- 1 foil card per deck
- 1 ad card
- 2 Magic: The Gathering Arena Redemption Cards (only available in select regions)
- 1 Rules and World-of-Magic Rulebook
- 2 Deck Boxes

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 from the redemption card.



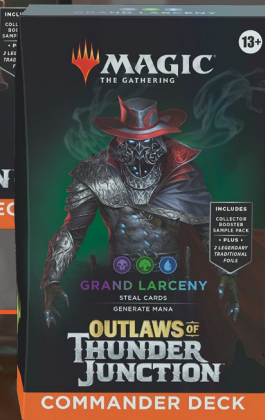
COMMANDER DECK



COMMANDER DECK



COMMANDER DECK



COMMANDER DECK

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
- 7 Double Sided Tokens
- 3 Double Sided Bounty Cards
- 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 10 never-before-seen Commander cards to Magic: The Gathering

[Digital Assets](#)



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BUNDLE

Product Page

IDEAL FOR:

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

CONTENTS:

- Bundle holds 9 *Outlaws of Thunder Junction* 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



PRERELEASE

Product Page

IDEAL FOR:

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

CONTENTS:

- 6 *Outlaws of Thunder Junction* 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

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Standard Showdown



Oltec Matterweaver



Transmutation Font



Get the Gang Together Promos

Promo Pack (Regular & Foil)



Promo Buy-a-Box



Commander Party Promo



Participation



Top 8



Winner

3 Store Championship Promos



Promo Open House



Bring a Friend Promo

How to reward players and customers!





WESTERN FULL ART LANDS
FOUND IN PB, CB



WANTED POSTER
FOUND IN: PB, CB



BREAKING NEWS
FOUND IN PB, CB



TEXTURED FOIL BREAKING NEWS
FOUND IN: CB



SPECIAL GUESTS
FOUND IN PB, CB

PB: Play Booster
CB: Collector Booster

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



EXTENDED ART
FOUND IN: CB



BORDERLESS CARDS
FOUND IN: PB, CB



BIG SCORE
FOUND IN: PB,,CB



BIG SCORE VAULT FRAME
FOUND IN: CB



BIG SCORE RAISED FOIL VAULT FRAME
FOUND IN: CB

What are you looking for ?



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

BACK COUNTER

**50 x 100 cm
4 shelves**

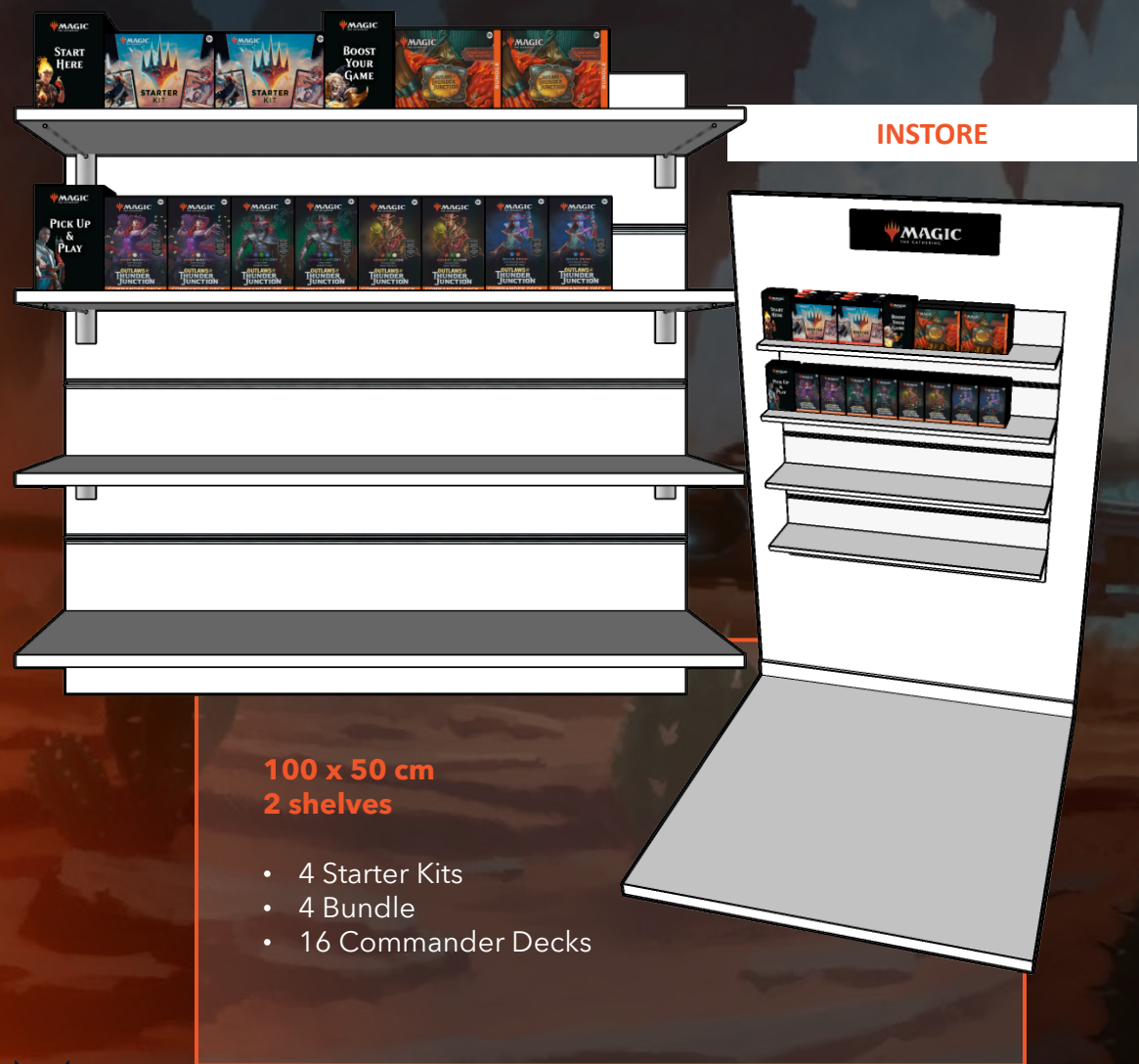
- 4 Starter Kits
- 2 Play Booster Display
- 2 Bundle
- 4 Collector Booster Display
- 8 Commander Decks

The planograms are provided for inspiration only. Back counter planograms can include all products for Outlaws of Thunder Junction



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INSTORE



**100 x 50 cm
2 shelves**

- 4 Starter Kits
- 4 Bundle
- 16 Commander Decks

BACK COUNTER



**100 x 50 cm
2 shelves**

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

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





INSTORE

50 x 75 cm
3 shelves

- 2 Starter Kits
- 4 Commander Decks
- 2 Bundle



INSTORE

75 x 75 cm
3 shelves

- 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.





OUTLAWS OF
THUNDER
JUNCTION

[THANKS](#)