



DUELIST



# If It's about Magic, It's in the *Duelist*

## **DUELIST #39—JULY 1999 / STAR WARS**

PREORDER DEADLINE: April 16, 1999

RELEASE DATE: May 31, 1999

Right after *Star Wars: The Phantom Menace (Episode One)* is released in theaters, the *Duelist*® magazine will feature **Star Wars: The Customizable Card Game** (with *Star Wars* art on the cover!).

### ISSUE HIGHLIGHTS

- The **Star Wars CCG** strategy and price guide
- Preview of the *Urza's Destiny*™ card set, the concluding **Magic**® expansion of the Urza cycle
- *Duelist* Price Index—a guide to secondary-market **Magic** card prices
- **ORACLE**™ Player's Guide—all the rules you need to know to play tournament-legal **Magic**

## **DUELIST #40—AUGUST 1999 / URZA'S DESTINY**

PREORDER DEADLINE: May 21, 1999

RELEASE DATE: June 28, 1999

We're not only providing full-blown coverage for the final expansion of the Urza cycle—we're inserting a unique and potentially valuable collector's card! This alternative-art card will *only be found* in issue #40 of the *Duelist*.

This will be the last issue with information about the *Duelist* Sweepstakes, in which your customers can win the grand prize of **FREE Magic** cards for a year!

### ISSUE HIGHLIGHTS

- Exclusive *Urza's Destiny* card—only available in the *Duelist*
- Complete coverage of the *Urza's Destiny* card set, the concluding **Magic** expansion of the Urza cycle
- Entire *Urza's Destiny* card list and player's guide
- *Duelist* Price Index—a guide to secondary-market **Magic** card prices
- Previews and reviews of the latest electronic games



## **DUELIST #41— SEPTEMBER 1999/ POKÉMON**

PREORDER DEADLINE: June 18, 1999

RELEASE DATE: July 26, 1999

It's a jungle out there and you'll need the *Duelist* magazine to navigate your way through it! The *Jungle*™ expansion for the **Pokémon**™ trading card game is coming in July and *Duelist* #41 will have the scoop.

### ISSUE HIGHLIGHTS:

- A **Pokémon** cover
- An exclusive holographic **Pokémon** card inserted in the polybag. This card can't be found anywhere else! It was created specifically for *Duelist* #41.
- The complete *Jungle* card set displayed inside the magazine—all 48 unique cards!
- Information on theme decks and strategies for the new *Jungle* cards
- A **Pokémon** Price Guide for the original card set

# DUELIST®

### TARGET AUDIENCE

- Trading card game players ages 13 to 34
- Readers of *InQuest*, *Scrye*, *PC Gamer*, and comics

### MARKETING SUPPORT

- National trade and consumer advertising in popular industry publications
- National retailer announcements via periodic mailings
- The *Duelist* Sweepstakes—a blowout sweepstakes promoted in retail stores
- Promotions campaign that includes sales incentives for retailers and distributors, as well as consumer contests and *Duelist*-sponsored **Magic** tournaments at major industry conventions
- Online support at the Wizards of the Coast® website includes the *Duelist* Online site, featuring highlights of upcoming issues and **Magic** fiction

For hobby and game store distribution, please contact Merchant Services at (800) 821-8028 or (425) 204-7200 for more information.

For newsstand distribution, please contact Rod Cooney at Curtis Distribution Company at (201) 634-7400.



### ORDERING INFORMATION

Product	Product Code	ISBN	Pages	MSRP	Release Date
<i>Duelist</i> #39	WOC07539	1-57530-764-2	132	\$4.95	5/31/99
<i>Duelist</i> #40	WOC07540	1-57530-765-0	132	\$4.95	6/28/99
<i>Duelist</i> #41	WOC07541	1-57530-766-9	132	\$4.95	7/26/99



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