



MAGIC:
THE
GATHERING
1 OF 4

\$2.95 US
\$4.15 CAN

MAGIC

The Gathering



Initiation

COVER IMAGE OF MAGIC: THE GATHERING - GERRARD'S QUEST™ COMIC BOOK ISSUE #1 - INITIATION



WIZARDS OF THE COAST AND DARK HORSE COMICS ARE PROUD TO INTRODUCE

MAGIC: THE GATHERING

COMIC BOOK MINISERIES *Gerrard's Quest*™



TARGET AUDIENCE:

Players of *Magic: The Gathering*
and fantasy comic-book fans

KEY SELLING POINTS

- ★ Storyline in the four-part comic book miniseries relates to and expands upon the backstory as told in *Magic: The Gathering-Tempest* and *Magic: The Gathering-Stronghold* expansion sets.
- ★ Dark Horse Comics reputation for producing quality comic books from licensed properties is unmatched in the comic book industry.
- ★ Strong creative talent assembled by Dark Horse and Wizards of the Coast includes script by Mike Grell, pencils by Pop Mhan, inks by Norman Lee and covers by Mark Harrison.

MARKETING SUPPORT

- ★ Consumer advertisements appearing in *Magic: The Gathering '98* product releases – *Stronghold*, Fifth Edition Trading Card Game Set, and *Portal: Second Age* as well as select Dark Horse comic book releases.
- ★ Trade advertisements appearing in the *Comics Retailer*.
- ★ Comic book prize support featured in *Magic: The Gathering-Stronghold* contests appearing in core consumer magazines.
- ★ "Behind the scenes" article to appear in *The Duelist* # 22.

PRODUCT PROFILE

- ★ The *Magic: The Gathering* comic book miniseries contains four issues and features characters and story as told in current *Magic: The Gathering* card products on the market.

Issue	Ship Dates	On Sale Dates
#1 Initiation	3/20/98	3/25/98
#2 Legacy	4/17/98	4/22/98
#3 Crucible	5/22/98	5/27/98
#4 Destiny	6/19/97	6/24/98

Retailers should contact their *Magic: The Gathering* distributor to place orders or reorders. Distributors should contact their Wizards of the Coast sales rep to place orders or reorders. For product information, contact Shawna Ervin-Gore of Dark Horse Comics at (503) 652-8815 x. 337 or visit the Dark Horse website at <<www.dhorse.com>> for more information.

PREORDER DEADLINE:
FEBRUARY 16, 1998, FOR ALL FOUR ISSUES
MINIMUM ORDER: 200 COPIES

FROM DARK HORSE COMICS' INTERPRETATION OF PAUL EGASER'S (L) AND NORMAN LEE'S (R) ARTWORK