



BWS



## Table of Contents

- A. UNITY Program Overview
- B. Post UNITY Marketing Plans
1. Post UNITY Storyline VALIANT™
  2. Current Promotions Marketing Plans
  3. July May - December 1992
    - UNITY #1: The Epilogue
    - Harbinger #10: Introduces a new title
  4. August
    - RAI #0
    - Gold Logo Reward Program
    - VALIANT Art Exhibit
  5. September
    - New Title - *The H.A.R.D. Corps*
  6. October
    - Dark Horse Crossover: *Magnus Robot Fighter vs. Predator*
    - X-O *Manoewar/Eternal Warrior* #0 Flip Book
    - Magnus Robot Fighter vs. Predator*
  7. November/December
    - Barry Windsor-Smith's "Alpha and Omega, the origin of Solar Man of the Atom Collection"
    - New Title - *Rising Spirit*
    - X-O *Manoewar/Eternal Warrior* #00 Flip Book
  8. Summary and 1993 Outlook

Voyager Communications Inc.  
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    - RAI #0
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    - VALIANT Art Exhibit
  5. September
    - New Title - *The H.A.R.D. Corps*
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## VALIANT:

### March 1991 -to-date Overview

- In March 1991, just 14 months ago, VALIANT relaunched *Magnus Robot Fighter* as the first star in its universe. Supported by the Magnus #0 promotion, the launch was a major success.
  
- By the end of 1991, with four more titles -- *RAI*, *Harbinger*, *X-O Manowar* and *Solar, Man of the Atom* -- we attained a major market share in the direct market, according to the Diamond sales figures.
  
- Today, with the additions of *Shadowman*, *Archer & Armstrong* and *Eternal Warrior*, VALIANT has eight monthly titles. Despite intense competition, VALIANT continues rapid growth due primarily to:
  - Strong RETAILER support
  - Strong DISTRIBUTOR support
  
  - Strong LAUNCH promotions
  
  - Strong on-going promotional support
  
  - QUALITY STORIES, QUALITY ART AND ON-TIME PUBLICATION
  
  - VALIANT's pledge to release no title that is not properly promoted.
  
- Consider, for example, UNITY....



## Creating The VALIANT Universe

### UNITY Program Overview

- Orders for UNITY books have reached an all time high to date with re-orders still pouring in for June.
- This volume, a milestone for Voyager:
  - Firmly establishes VALIANT's as the most important Universe to be created in the past two decades.
  - Has helped to reinforce our value to YOU, the retailer, in offering your customers an exciting universe that they can enter from the beginning -- and remain as loyal fans for years to come.
- To thank everyone for their UNITY support we are offering:
  - UNITY #1's: This epilogue is our way of thanking the readers who supported UNITY through May and June.
  - UNITY Red: Our intention is that you share them with your loyal customers. Allotment is for every reorder of 100 copies mixed of May or June VALIANT titles ordered, you receive one copy of this limited, extremely rare edition.
  - UNITY #1 Platinum: We want to reward you and Diamond together -- as a team -- for ordering and promoting our UNITY program to our highest level of expectations, reaching beyond the Gold to achieve Platinum. This special, limited edition of UNITY #1 will be printed along with the regular UNITY #1 and sent to Diamond who will forward them on to you, one copy for every retail account that made up Diamond's UNITY orders. Again we thank you and Diamond for your support.



SHADOWMAN™ #6

Post UNITY

\$2.50

By BOB HALL, STEVE DITKO AND TOM RYDER

Shadowman's beloved Elyse is torn...

Post UNITY

**Month-By-Month Marketing Plans**

HARBINGER™ #10

\$2.50

Special first appearance of THE F.L.A.R.D. Corps. By BARRY WINDSOR-SMITH, BOB WINDSOR-SMITH AND JIM SHOOTER

SOLAR MAN OF THE FUTURE™ #14

\$2.50

By BOB LAYTON, MIKE LITTE, TOM WOODWARD AND JIM SHOOTER

MAGNUS ROBOT FIGHTER™ #17

\$2.50

By ROGER STERN AND ERNIE COLON

RAI™ #8

\$2.50

By DAVID MICHELBIE, JOE ST. PIERRE, SAL VILLITO AND KATHRYN BOLINGER

This issue, the Rai series ends, due to the death of Rai in UNITY! The series will resume with issue #9 starting in January, featuring the new Spirit Guardian of Japan. This special story, which focuses on the awful consequences of the UNITY war to the world of 4001, is the foundation of the new Rai series and a unique event in comic history!



**Post UNITY Storylines:**

ETERNAL WARRIOR™ #3 \$2.25  
Guest-starring Archer & Armstrong!

By JIM SHOOTER, JOHN DIXON AND PAUL AUTIO

Gilad, the Eternal Warrior returns from UNITY to hunt down his secretary's killer — but not before he and his brother Armstrong settle a “family argument”.

ARCHER & ARMSTRONG™ #3 \$2.50

By BARRY WINDSOR-SMITH, BOB WIACEK, MAURICE FONTENOT

You've just returned from UNITY. You've saved all existence. It's Miller time. Or, at least, that's what Armstrong thinks...until they encounter the Killer Ninja Nuns.

X-O MANOWAR™ #9 \$2.25  
Aric returns to his home in 408 AD!

By BOB LAYTON, MIKE LEEKE, TOM RYDER AND JORGE GONZALEZ

From the Lost Land of UNITY, Aric returns to his original ancient home in 408 A.D., during Alaric's invasion of Italy. Imagine the most powerful weapon the modern universe has ever seen loosed against the ancient world! It's empire-shaking.

MAGNUS ROBOT FIGHTER™ #17 \$2.25

By ROGER STERN AND ERNIE COLÓN

Magnus returns to the world of 4001, ravaged by UNITY, critically damaged by the fall of Japan, and threatened by the indestructible free-will robot TALPA! Magnus is in for the one-on-one fight of his life.

RAI™ #8 \$2.25  
The stunning last issue — until the new RAI is chosen!

By DAVID MICHELINIE, JOE ST. PIERRE, SAL VELLUTO AND KATHRYN BOLINGER

This issue, the Rai series ends, due to the death of Rai in UNITY! The series will resume with issue #9 starting in January, featuring the new Spirit Guardian of Japan! This special story, which focuses on the awful consequences of the UNITY war to the world of 4001, is the foundation of the new Rai series and a unique event in comics history!



SHADOWMAN™ #6

\$2.50

By BOB HALL, STEVE DITKO AND TOM RYDER

Shadowman's beloved Elya is torn from his arms en route back from UNITY. His search for her leads him to discover another tragedy as Nettie has fallen into the hands of the brothers and sisters of the serial killer from issue #1. The nastier brothers and sisters.

HARBINGER™ #10

\$2.50

Special first appearance of THE H.A.R.D. Corps.

By JIM SHOOTER, DAVID LAPHAM AND GONZALO MAYO

The kids find a new enemy waiting for them after UNITY — The H.A.R.D Corps., who debut in their own monthly title in September! Also, the first appearance of the team's new members, Shetiqua and Darryl.

SOLAR, MAN OF THE ATOM™ #14

\$2.25

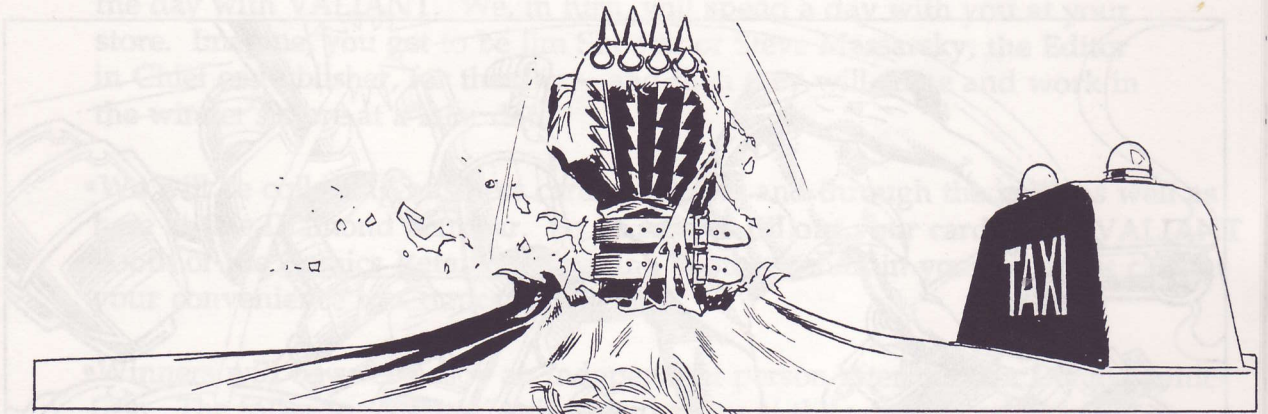
By JIM SHOOTER, STEVE DITKO, BOB LAYTON AND MIKE CAVALLARO

Solar brings the new Geomancer back to Earth, and sets out to right the ravages of UNITY. Meanwhile, Zachariah Muldoon stalks the Man of the Atom!

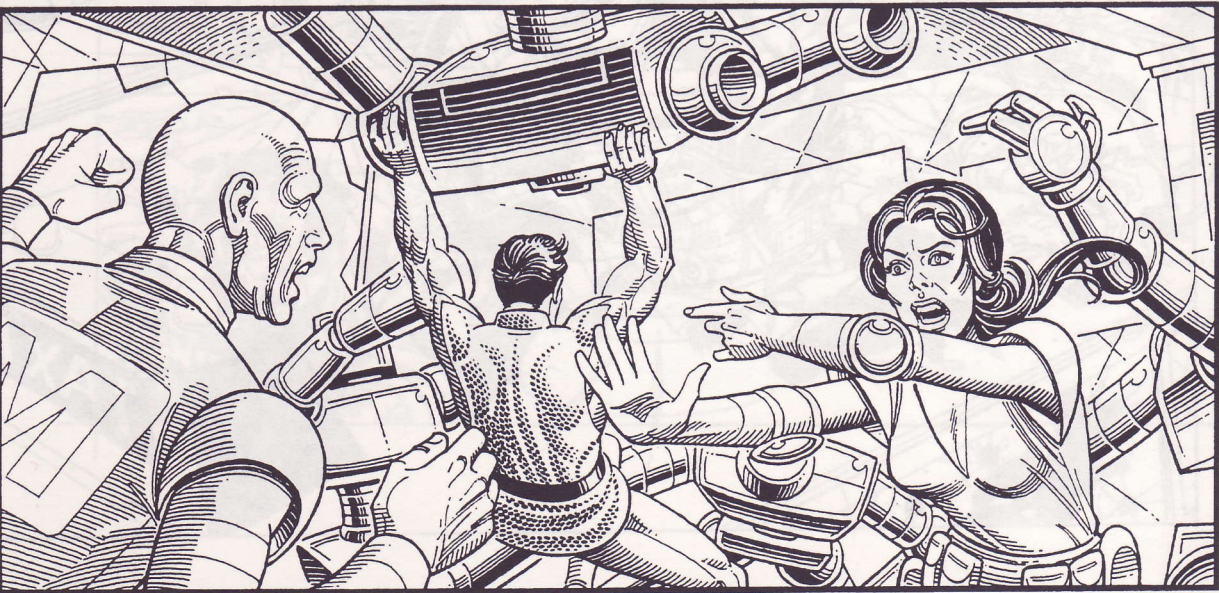
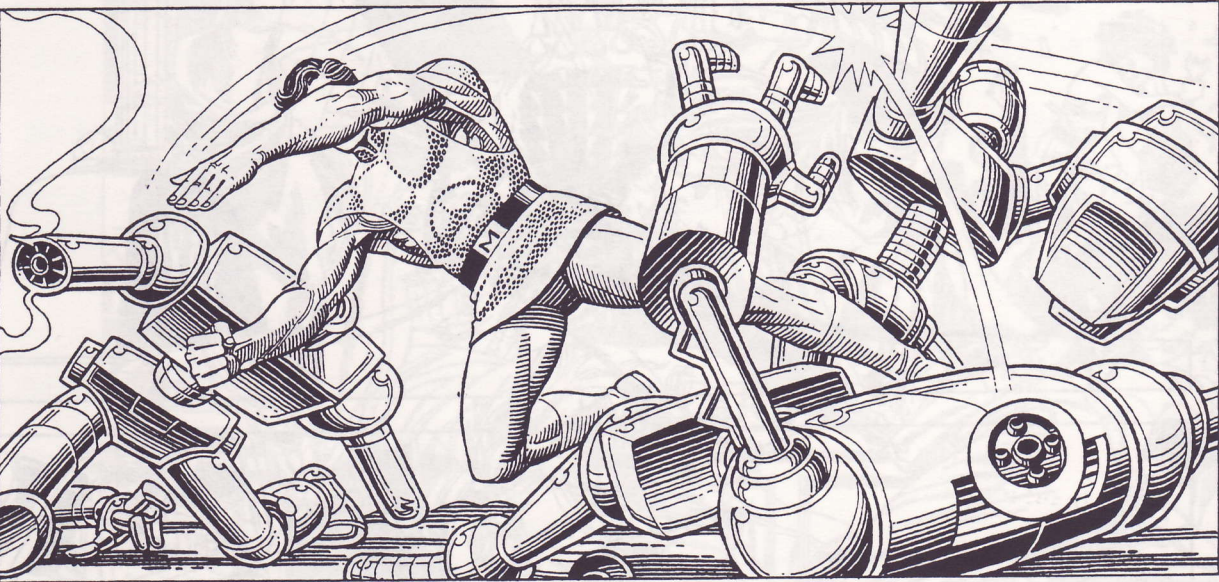
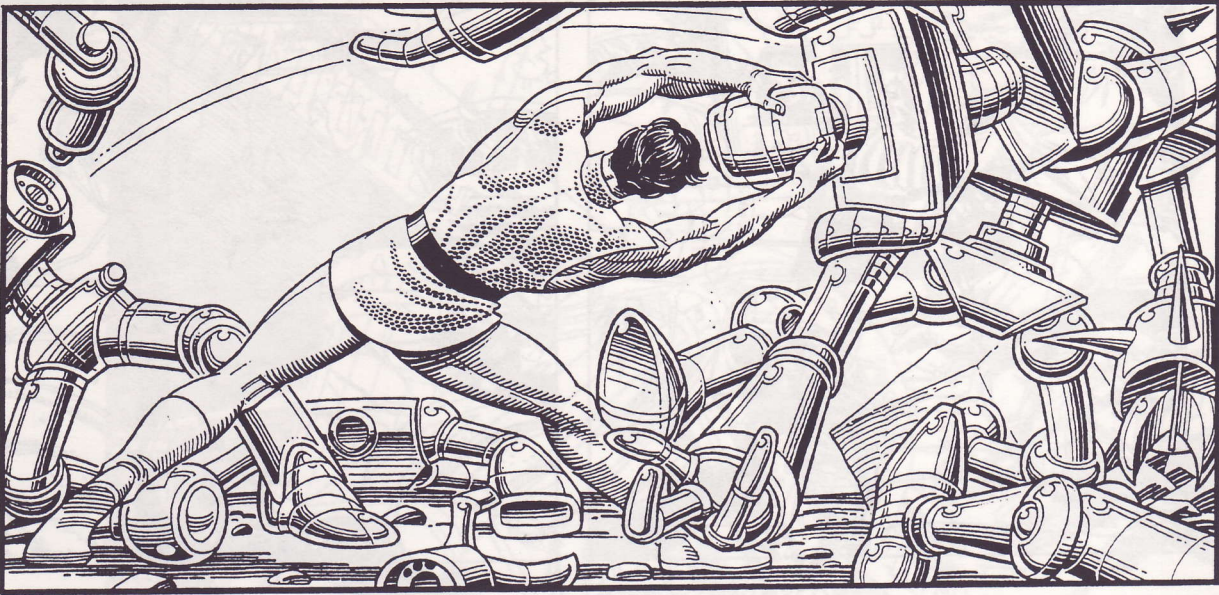














## Current Promotions

### Beginning with this meeting:

#### TRADING PLACES

- We often think that if we at VALIANT, and you the retailer, had to do each others jobs, even for one day, we would each have a better appreciation of what the other one must go through. So we have instituted a lucky-draw contest wherein the winners will trade places with one of us from VALIANT Comics. We will do your job and you will do ours. Comic Retailer Magazine will be co-sponsoring and reporting on this event.
- Each winner will receive an all-expenses paid trip to New York, to spend the day with VALIANT. We, in turn, will spend a day with you at your store. Imagine, you get to be Jim Shooter or Steve Massarsky, the Editor in Chief or Publisher, for the day -- and then they will come and work in the winner's store at a later date.
- We will be collecting business cards at shows and through the mail, as well as here at this Diamond Seminar. So be sure to fill out your card at the VALIANT Booth or the Comics Retailer Magazine Booth, or mail in your business card at your convenience to Comics Retailer.
- Winners will be selected by an independent person after the San Diego Comic-Con. The following "Prizes" will spend a day at the winner's store and the winner will get to do their job for a day.

- |                  |  |
|------------------|--|
| <b>1st Prize</b> | Jim Shooter, Editor In Chief   |
| <b>2nd Prize</b> | Steve Massarsky, Publisher will be accompanied by Bob Layton for the store visit.    |
| <b>3rd Prize</b> | Jon Hartz, VP Direct Sales will be accompanied by Don Perlin for the store visit.    |
| <b>4th Prize</b> | Seymour Miles, VP Ad Sales will be accompanied by David Lapham for the store visit.  |
| <b>5th Prize</b> | Ray Weitz, VP Custom Sales will be accompanied by Janet Jackson for the store visit. |

- Arrangements will be made for the job trade during the Fall.

We admit there's a serious purpose behind this fun event: it gives several retailers the opportunity to spend quality time at our place, to get a real feel for what we do. And, maybe more importantly, it gives us the chance to spend time with you and your customers, so we don't lose sight of for whom we're creating the VALIANT universe.

COMING IN AUGUST



## Promotions and Events Month - by - Month

### JULY:

- Is the release of UNITY #1: The Epilogue
- Post UNITY - see how characters resume their lives post - UNITY with the massive changes they suffered during the epic saga.
- *Harbinger* #10 will feature the first appearance of *The H.A.R.D. Corps*, a new on-going monthly title starting in September

### AUGUST

#### • RAI #0

-The story that is the lynchpin for the VALIANT Universe, linking the world of today to 4001!

Witness:

- The death of X-O Manowar and the scattering of the X-O armor.
- The ultimate fate of The H.A.R.D Corps.
- The Cyborites -- precursors of RAI.
- The role of the Geomancers as a bridge in a world where time is not absolute.

**-RAI #0 will be the book fans will use as their reference guide to understanding the foundations of the VALIANT Universe.**

- **SOLAR #10** reprint - due to popular demand, we have agreed to reprint *Solar* #10 (black cover) this edition will be identical in all respects to the first edition except the cover will carry an embossed Roman Numeral II.



***The Bridge to the Future!***

**RAI™ #0**



**COMING IN AUGUST**

## AUGUST(continued)

### •Gold Logo Program

- Limited Gold Logo Editions of no more than 5,000 copies will be printed for certain special books -- #1's, #0's and issues with special cover art, beginning with *Archer & Armstrong #0* and *Eternal Warrior #1*.
  - These books will not be sold. However, a Gold Logo Edition will be awarded to retailers -- and fans -- who have been innovative in their support of VALIANT.
  - Such innovation by retailers must be documented (photo or copy of promotion is sufficient). Putting up posters is not enough. How about ...
    - A special VALIANT Boutique display.
    - Having someone dress up as Magnus or another VALIANT hero as an in-store promotion.
  - More information on this program will be forthcoming from your distributor.
  - Fan participation will be selected via letters they send us -- as they often do -- describing their support.
- To show you what we mean, for attending this presentation, you'll each receive a Gold Logo Edition of *Eternal Warrior #1*.

**GOLD LOGO** -- a program we plan to continue for years to come, as retailers, and fans alike, create unique and fun ways to support VALIANT.



## AUGUST (continued)

### • VALIANT Touring Art Exhibit

-We've developed a program, where select original, ready for display VALIANT art will be available for retailers to display in their stores. "The VALIANT Touring Art Exhibit."

-Previewing in San Diego and premiering in Los Angeles, the event makes an ideal local promotion.

-We will make this exhibit available to be booked by retailers on a first come first serve basis, with several conditions: among those I)the retailer must cover insurance and shipping costs (special packing/handling will be required). II) the store must be large enough to display adequately and III) an approved marketing plan will be required of each location.

We will be issuing further details in the near future.



## **SEPTEMBER: AN EXPLOSIVE MONTH!**

September begins three months of very high visibility promotional and launch activity. Check out what is in-store (pun intended) from VALIANT.

### • **New Title Launch — *The H.A.R.D. Corps™***

The hottest title ever introduced in the VALIANT Universe. With the Preview Poster in June generating major excitement, Issue #1 on sale September will blow out the door. Read the following:

Storyline: Created by Bob Layton and written by David Michelinie. Incredible art by the Russ Manning Newcomer of the Year award nominee David Lapham and long-time superstar Bob Layton.

By now it's no surprise that Harada, sole captain of The Harbinger Foundation, is the most potent economic force in the VALIANT Universe.

And therefore, it's no surprise that a cartel is created by business magnates with the singular mission of destroying Harada and his Harbinger Foundation. The H.A.R.D. Corps. is the cartel's front line strike force.

Each member of the Corps. has Harbinger - like super powers, created artificially by a computer operator, ironically named Softcore.

Ironic, because the battles The H.A.R.D. Corps. rage against Harada, made possible by Softcore's genius, are anything but soft. And the fate of the world rests on the outcome.

And TWO ADDITIONAL PIECES OF NEWS ABOUT *The H.A.R.D. Corps.:*

-The cover for issues #1 will be a gatefold.

-The cover is drawn by – Jim Lee.

-**Promotional Support: Preview Poster - *The H.A.R.D. Corps*** is our major September new book. To promote it, we will deliver a full-sized poster with our solicitation for that month. In an unprecedented design, the full 24" X 36" poster will feature the first 6 pages of the first issue plus cover, to give you and your customers the opportunity to preview the *The H.A.R.D. Corps* before ordering.

-Additional special editions of the posters will be sent free to retailers, one for every fifty (50) books ordered, on initial orders only.





VALANT  
DEC NO. 1  
\$2.50 USA

# THE H.A.R.D. CORPS

TM











## OCTOBER:

Following on the intense month of September, VALIANT continues with two blockbuster October events:

• *Magnus Robot Fighter*<sup>™</sup> vs. *Predator*<sup>™</sup> A special two-month, two-company crossover

What a match!

A two month crossover with Dark Horse, with enough action condensed into two books to make it a four hour movie.

Who will win? Everybody! Especially since the story is by Jim Shooter, covers by Barry Windsor-Smith and interior art by Lee Weeks. See what happens when two great comic book companies get together. Watch for further announcements regarding promotional support for this release. The two 32 page books go on sale October and November repectively.

Posters - Two long posters that would link up in to one large image (no pun intended). Dark Horse will distribute the *Magnus* portion and VALIANT the *Predator* portion. The posters would go with the solicitation (one in each month).

Gold Platinum 1st Issue Cover - One for every 50 books pruchased by retailers on initial orders only.

We will have the *Previews* cover as well as the shopping bag given out by Diamond at San Diego.



## October (continued)

### • X-O Manowar #0 and #00 Eternal Warrior #0 and #00 Flip Book

Let the games begin!

As we will have learned in UNITY, X-O and *Eternal Warrior* have been enemies since the early days of Western Civilization. Their disdain goes beyond the mortal word hate, and their battle with each other goes beyond what mortals call a good fight.

This two month, action filled event begins with Flip Book #0 - The Old Days, and continues with November on-sale Flip Book #00 - The New Days.

### -Promotional Support: FLIP and CLOISONNE BUTTON

For each month, for every 25 copies ordered, each retailer will receive 25 pre-bagged package of buttons that show X-O and Warrior in a battle -- for you to give away to your customers, one with each book.

For every 100 copies per issue ordered, the retailer will receive 1 exclusive cloisonne pin each month of the promotion. When put together, they will interlock to form one image of the two heroes locked in battle.



## November/December:

- **Magnus Robot Fighter vs Predator** - The dramatic climax of the VALIANT/Dark Horse crossover.
- **Solar #0**: The Barry Windsor-Smith "Alpha and Omega," the Origin of Solar Man of the Atom Collection--just in time for Christmas!

A special limited hardcover edition with a gatefold poster of the giant last panel of the Solar story, as well as never before seen sketches and designs by the incomparable Barry Windsor-Smith. Limited to only 5,000 copies, please be aware orders will probably have to be allocated on this item retail - to be shipped in November.

A trade paperback edition of Solar #0 will be released in December in time for Christmas -- price to be determined.

- **New Title Launch - Rising Spirit™**

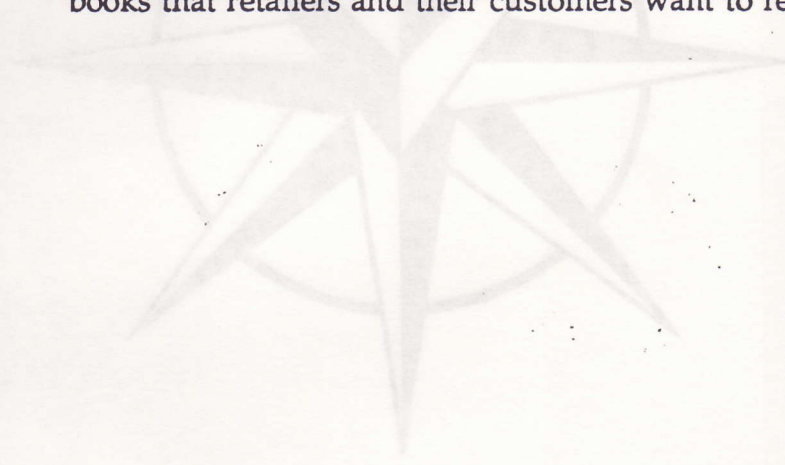
First seen in *RAI #0* last August, we learn how the first RAI is created out of chaos and out of time not absolute.

Look for an exciting marketing support program, as strong and unique as any VALIANT has done before.

- **X-O Manowar - Eternal Warrior #00-** The dramatic fight of the two age-old enemies concludes in part 2, *The New Days*. AND, so does the second promotional support pins, both the pre-bagged and the cloisonné buttons.
- **Harbinger Trade Paperback.** A reprint of issues #1-4. Shrink-wrapped together with a *Harbinger #0* as a premium other than the mail-in offer for the deluxe *Harbinger #0* this will be the only way to obtain a *Harbinger #0*.



## Voyager's Perspective: 1993 Outlook and VALIANT Goals

- The last half of 1992 is witness to a virtual upheaval in the world of comic book publishing. It has been more than a decade since the industry has changed so much, so quickly.
  - VALIANT's long-term plans are to continue to do what we do best: maintain the integrity of our current titles, and to add new titles and special publications that will enhance and expand the VALIANT Universe.
  - VALIANT will strive to learn from our experiences to create promotions that work harder and better in support of our distributors, retailers, and most of all, our fans.
  - VALIANT, in short, will continue to offer retailers the opportunity to give their customers a great adventure -- books that retailers and their customers want to read.
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# VALLIANT™

