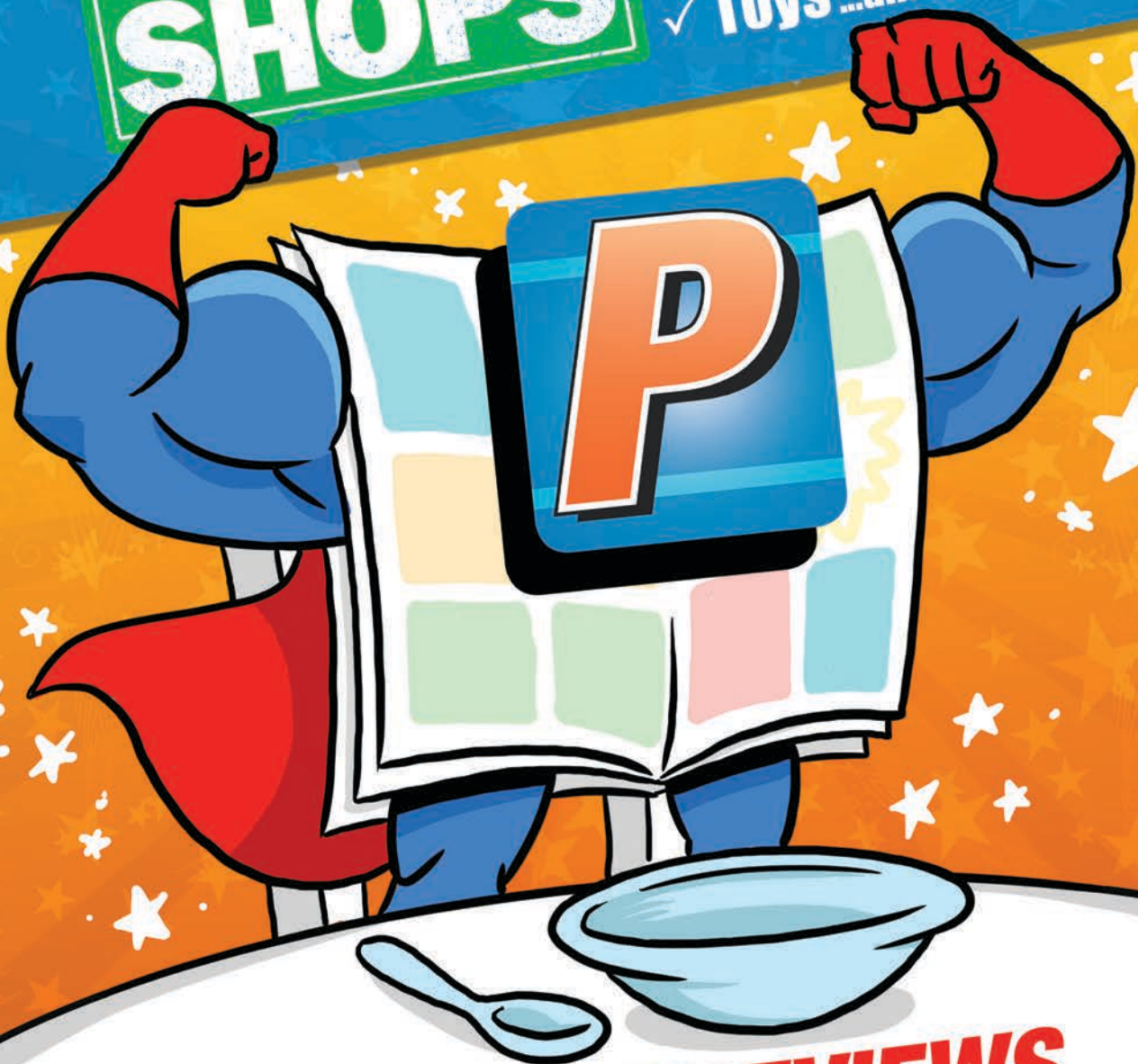


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This comic brought to you by the letter **P** and...



Todd A Kaylor
Writer

Scott McMahon
Artist

Matt Barham Ashley Hurst Andy Mueller
Editing & Layout

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SO, YOU WANT TO BE A SUPER-HERO?

BONK!

DON'T KNOW WHERE TO BEGIN?



POW!

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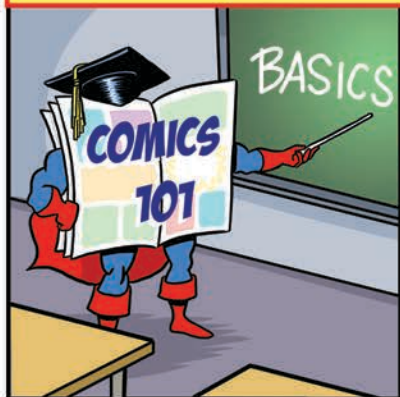
...TO GAMES, TRADING CARDS, TOYS, NOVELTIES, AND COLLECTIBLES...



...YOU'LL FIND EVERYTHING YOU NEED TO BOLSTER YOUR HERO QUOTIENT!



BUT, BEFORE WE GO LEAPING BOLDLY INTO THE FRAY, LET'S START WITH THE BASICS.



POW! **SLAM!** **ZAP!**
BLAST! **BANG!** **POW!** **ZOOM!**
WHIZ! **BANG!** **WHAM!**



COMIC BOOKS ARE AN AMAZING SYMPHONY OF CONTEMPORARY LANGUAGE, VIBRANT COLOR, AND SOPHISTICATED INTERPLAY BETWEEN TEXT AND IMAGES - ALL SERVING AN ENTERTAINING, EXPLANATORY, AND COMMERCIAL PURPOSE IN TRADITIONAL AMERICAN POP CULTURE.

THE THEMATIC ELEMENTS OF COMICS CAN ARGUABLY BE TRACED BACK TO ANCIENT GREEK MYTHOLOGICAL GODS AND SUPERHEROES.



BUT THE COMIC BOOK INDUSTRY ACTUALLY STARTED WITH THE PUBLICATION OF ACTION COMICS #1 IN JUNE 1938, A LANDMARK ISSUE WHICH SAW THE FIRST APPEARANCE OF THE MAN OF STEEL, **SUPERMAN**, AND HERALDED THE GOLDEN AGE OF COMICS (1938-1949).

IN ITS WAKE, OTHER ERAS OF EPIC FOUR-COLOR GREATNESS WOULD EMERGE...

ATOMIC AGE
(1949-1956).

SILVER AGE
(1956-1970).

BRONZE AGE
(1970-1980).

MODERN AGE
(1980-CURRENT).



COMICS COME IN A MYRIAD OF PULSE-POUNGING THEMES AND GENRES.

ACTION & ADVENTURE!



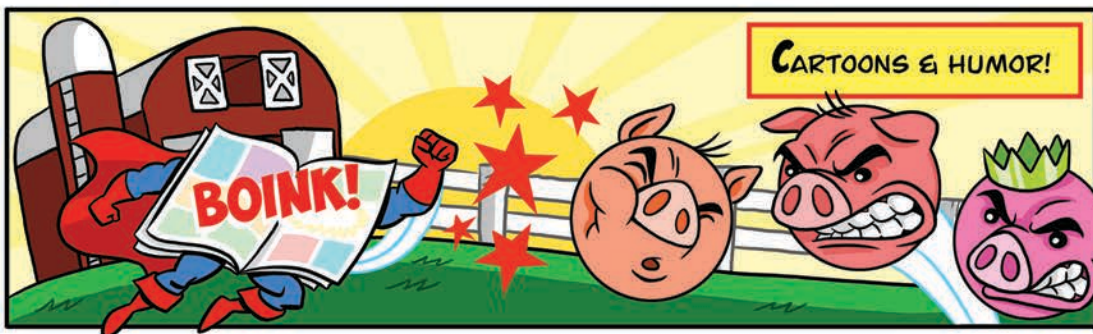
HORROR & THRILLERS!



FANTASY & SCI-FI!



CARTOONS & HUMOR!



AND OF COURSE, SUPER-HEROES!



THERE'S TONS OF AMAZING COMIC BOOK BOOTY TO BE HAD!



BUT, WHERE'S IT HIDDEN? HOW CAN YOU FIND IT?



FEAR NOT! **PREVIEWS** MARKS THE SPOT!



JUST DIG INTO **PREVIEWS**...



... AND YOU'LL FIND EVERYTHING YOU'RE SEARCHING FOR!

SO, WHERE CAN YOU GET ALL THIS WONDERFUL STUFF?



WHY, YOUR FRIENDLY NEIGHBORHOOD COMIC SHOP, THAT'S WHERE!

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COURSE, THERE'S SO MUCH PACKED INSIDE **PREVIEWS** THAT YOUR LOCAL SHOP CAN'T POSSIBLY STOCK IT ALL.



HERE'S WHERE YOU, **PREVIEWS** AND YOUR COMIC SHOP CAN TEAM-UP!

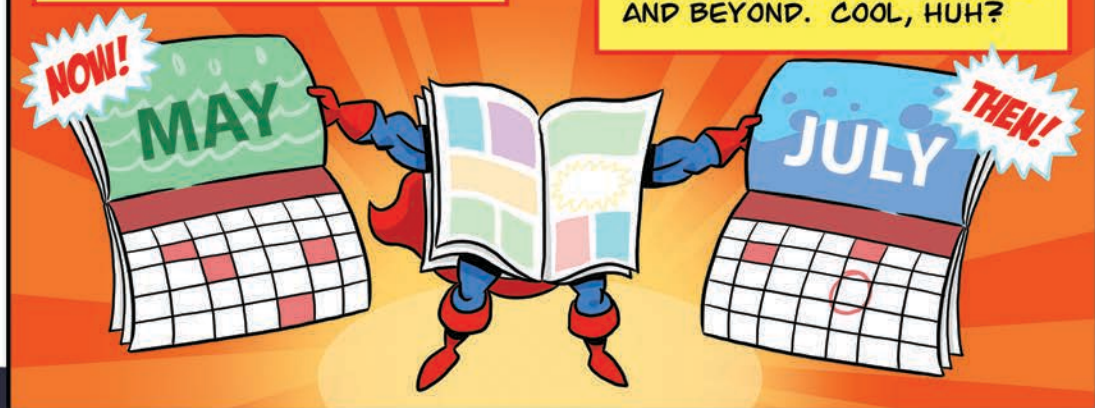
PREVIEWS IS LIKE YOUR VERY OWN CRYSTAL BALL FOR COMICS!



PEER WITHIN, AND YOU'LL DISCOVER VIRTUALLY EVERYTHING THAT'S ANTICIPATED TO ARRIVE IN YOUR LOCAL COMIC SHOP IN THE NEAR-FUTURE, OFTEN 2-3 MONTHS AHEAD OF TIME.

So, WHEN YOU'RE PAGING THROUGH THE 'MAY' ISSUE...

...YOU'RE ACTUALLY LOOKING AT COMICS AND OTHER ITEMS THAT ARE AVAILABLE IN 'JULY' AND BEYOND. COOL, HUH?



Now THAT YOU KNOW THE 'WHERE' AND THE 'WHEN', ALL YOU NEED TO DO IS CHOOSE 'WHAT' YOU WANT.

...AND WHEN YOU DO, **PREVIEWS** CAN HELP WITH THAT TOO!



IN EACH MONTHLY ISSUE OF **PREVIEWS** YOU'LL FIND A HANDY **SHORT ORDER FORM**.



OR, ASK YOUR RETAILER FOR THE **PREVIEWS CUSTOMER ORDER FORM** BOOKLET FOR A COMPLETE LISTING OF THE PRODUCT SOLICITED THAT MONTH.



IF YOU SEE SOMETHING YOU WANT, YOU CAN PRE-ORDER IT IN ADVANCE DIRECTLY WITH YOUR STORE.



JUST JOT DOWN THE COMIC BOOKS AND MERCHANDISE YOU WANT...



...THEN PASS IT ONTO YOUR COMIC BOOK STORE RETAILER!



THEY'LL ORDER IT AND LET YOU KNOW WHEN IT HAS ARRIVED TO PICK-UP - IT'S THAT EASY!

AND STOP BY REGULARLY TO SEE WHAT'S NEW, IN CASE YOU MISSED SOMETHING YOU WERE YEARNING FOR OR CURIOUS ABOUT.



DON'T WANT TO MISS OUT ON YOUR FAVORITE COMICS?



NO PROBLEM! MOST STORES PROVIDE A 'PULL-AND-HOLD' SERVICE.



EVERY WEEK BEFORE THE NEW RELEASES HIT THE SHELVES ON WEDNESDAY, THEY'LL SET ASIDE THE TITLES YOU SUBSCRIBE TO FIRST AND RESERVE THEM FOR YOU.

NO FUSS, NO WORRIES!



SIMPLY PICK THE TITLES YOU WANT AND PICK 'EM UP WHEN IT'S CONVENIENT FOR YOU!



BUT, DON'T LET YOUR BOOKS PILE UP - IF NOT WEEKLY, VISIT YOUR STORE AT LEAST ONCE A MONTH.

AND ASK YOUR RETAILER TO TOSS A COPY OF **PREVIEWS** IN YOUR RESERVE BOX, EACH AND EVERY MONTH!



So, GRAB A COPY OF **PREVIEWS** NOW...



...AND PUT THE "POW!" IN YOUR HANDS!



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Each month, you'll find detailed listings for just about every comic book and pop-culture product. If it's in your comic shop, it's in the pages of PREVIEWS! Here's how to read each description!

1 Company Name - The publisher or manufacturer is listed above each of their listings—and for many comic pages on the sidebar of their section.

2 Title - This is the name of the comic book, graphic novel or product.

3 Issue number - If it is a continuing or ongoing series of comic books, it will have an issue number. If it is a limited series, each solicitation will show how many in the series [i.e., #3 (of 4)]. Volume numbers are used for graphic novels and trade paperbacks.

4 Creators' names - We give credit to the creative team that worked on the comic. You'll find (W) writers, (A) artists, and (CA) artists denoted in each listing. An anthology style book, creators are just listed as "Various".

5 Product Description - This is a brief description that provides an overview of the comic book or product. We try to tell a little bit about the storyline for each comic, and for each product—as much as we can pack in a listing to help you make a decision to buy!

6 Stock (STK) Code - Use can this code or the regular Item Code to order this product.

7 Product Format Line - Here you'll find what type of product it is. For comics and graphic novels, we tell you what type of book it is—whether it's softcover or hardcover; what size it is (if different from a regular sized comics), whether it's color, black & white, or partial color, and the page count of the comic or graphic novel.

8 Suggested Retail Price - The price you pay; the U.S. retail price of the product. If the line says PI, that means Please Inquire because your local retailer sets the price—so make sure to ask them how much it will cost!

PREVIEWS legend

Throughout each issue, you'll find a variety of symbols and terms to give you more information and help you select the items you want.

Gems of the Month

 The top offerings of the month, as chosen by our Premier publishers—these are the best bets in comics whether it's the next high-profile project or a new ongoing series.

Featured Items

 In other sections, you'll find Featured Items, the top monthly products offered in their categories.

Spotlight On

 These items are not to be missed; highlighted to get your attention.

Previews Exclusive

 These are items available only through PREVIEWS! When you see this icon, you'll know you're ordering a limited item found nowhere else!

Featured Theme
 Each month, PREVIEWS features a different theme to highlight certain titles and products. Look for that month's themed icon to find these selected items.

Staff Pick

 This icon denotes items that have been reviewed by our staff and are worthy of a second look!

STAR of the MONTH
Star of the Month
 These are best-selling backlist items that are available for immediate order from your local comic shop, and usually available for pick-up in about a week!

PREVIEWS Abbreviations
SC = Softcover, **HC** = Hardcover, **TP** = Trade Paperback, **MMPB** = Mass Market Paperback, **FC** = Full-Color, **b&w** = Black & White; **PC** = Partial Color, **O/A** = Offered Again, **M(SRP)** = Manufacturers Suggested Retail Price, **MATURE** = Mature Readers, **ADULT** = Adult Material

Comic books have a language all their own and here's a look at some common words and phrases that you might hear about comics or in your comic book shop.

Anime

The Japanese word for animation has become associated with Japan's unique style of animated films and television. Anime encompasses many different genres and is typically either adapted from or into manga.

Annual

An issue of an ongoing comic book title that, in addition to its regular monthly issues, as the name implies, comes out once a year, usually in the summer.

Artist

Usually refers to the illustrator of a comic. Artists are divided among three specific groups: penciler, inker, and colorist. Traditionally, the three tasks were handled by three separate individuals, but today, it is becoming more and more common for a particular title to have one artist do all three tasks, or a combination of any two.

Back Issue

An older issue of a comic series whose value and collectability depend largely upon market supply and consumer demand.

Collected Edition

A graphic novel that reprints multiple issues of a comic book series into a single volume.

Comic Bag/Cover/Sleeve

Two clear plastic sheets fused together, open on one end to create a pocket in which a comic book is inserted for protection, with a flap on the open end that can be tucked within or taped shut.

Comic Book/Comics

Used generically in the industry to refer to any sort of literature that combines story and art, whether as an ongoing series, mini-series, maxi-series, graphic novel, or other format.

Continuity

The timeline of most ongoing comic book stories. All that has happened prior to a particular issue is adhered to in order to tell a cohesive story over many years. Continuity often also encompasses other titles that may be related to the title at hand. For example, if Superman and Batman have previously met, then they are considered to have interlinked continuity that has happened in Superman's world has happened in Batman's as well. (See **Retcon**.)

Creators

A term used to describe the writers and artists responsible for the production of a particular comic or graphic novel. Often times, a comic is the collaborative work of a writer and a team of artists, though it is common for one person to create an entire work single-handedly.



Crossover

A story that continues from one comic book title to a separate title, usually involving the lead character(s) of each one appearing in both for the duration of the story. Historically, such a story will showcase the exploits of two popular heroes battling a common enemy. Sometimes crossovers can even involve characters from rival publishing companies.

Digest

A collected edition that is reprinted at a smaller scale than a trade paperback (which is reprinted at the same size as the original comic). A digest typically measures 4" x 5" and thus fits better on a traditional bookshelf and in a small reader's hands.

Digital Comics

Comics that can be read on computers and tablets.

Graphic Novel

A comic book that is longer in format than the usual "pamphlet," and typically contains a complete story unto itself. Graphic novels usually have higher production values than the typical stapled comic; i.e. hardcover volumes, squarebound, or dust-jacketed. Although a graphic novel usually stands on its own as a complete story, it is possible to have an ongoing series or limited series of graphic novels telling a single story or series of related stories.

Imprint

A specific line of books that share a certain theme, subject, or editorial tone, all published under the same marketing banner.

Incentive Cover

A special cover, produced in limited numbers, that retailers may purchase if they stock the parent book at specific quantities.

Indie

Used to identify non-mainstream comics, independent comics are from outside the Premier Publishers and can encompass a vast number of genres. Usually, the term is associated with a particular style of storytelling and art not found in traditional superhero comics.

Inker

The artist who uses black ink to enhance the initial penciled artwork. Inks are used to add depth and shadow to the images.

Letterer

Responsible for placing and filling the word balloons and captions over the finished artwork.

Limited Edition

An item produced in a finite, and possibly numbered, print or production run.

LCS

Abbreviation for “Local Comic Shop.”

Manga

Literally the Japanese word for comic book, manga typically refers to a uniquely Asian style of trade paperbacks from Japan, Korea, and China. Manga is usually smaller than traditional graphic novels (often digest-sized) and printed in black & white.

Manhwa

Another term that refers to Asian-styled comic books. The term is most identified with Korean manga.

Maxi-series

A comic book series that runs for only a certain number of issues, usually more than six, and then concludes.

Mini-Series

A comic book series that runs for only a set number of issues, usually six or fewer, rather than as an ongoing series.

One-Shot

A single comic book that is not part of an ongoing series or mini-series that tells a complete story in itself.

Ongoing

Usually used in conjunction with “series.” This implies a comic book series that has no ending planned and will continue until sales dictate its cancellation. An example is *Action Comics*, published by DC Comics, a series that has been published nearly continuously since 1938. Ongoing series can have a frequency from weekly to semiannually. Most are monthly or bimonthly.

Pamphlet

Used by some to describe the slim, periodical-like format of original comic books.

Panel

The basic unit of storytelling in a comic book. Usually square or rectangular, panels frame the action of a comic book and graphic novel. The placement and construction of panels on a page can represent anything from movement to time.

Penciler

Responsible for the initial layout of a comic’s art. Provides the basis for the rest of the books art, i.e. inks, colors, etc.

Premier Publisher

The five largest comic book publishers in North America – Dark Horse Comics, DC Entertainment, IDW Publisher, Image Comics, and Marvel Comics. Their products are spotlighted at the front of the monthly *PREVIEWS* catalog.

PREVIEWS Exclusive

A comic book or merchandise product that is only available through Diamond *PREVIEWS* and the local comic book shop.

Pull List

A customized list for customers of books that are automatically set aside for them at their local comic shop each week.

Reprint

A new publication of a previously published comic book.

Retcon

A word made up from the words “retroactive continuity.” Refers to a newly published story that changes or contradicts already-known details of a particular character’s past. The new story takes precedence not only for all future stories, but also for all previous stories.

Signed & Numbered

An item with a creator’s autograph and a numerical designation as part of a set, specific amount.

Small Press

A book or product from a publisher outside the top 10 publishers.

Signed Edition

An item signed by one or more of the creators involved in the item’s production.

Story Arc

A story arc is a specific story told in an ongoing series over a course of many issues. The story arc will often have its own title, with each issue being a “chapter.”

Super-hero

The genre most associated with comics. Super powers, capes, masks, secret identities, and more.

Trade Paperback

A squarebound edition that collects and reprints mini-series, maxi-series, or story arcs in this sturdier format, giving readers a complete story at one time, rather than over a period of months. Sometimes, a trade paperback may collect stories that are not interconnected, but rather are related by some theme. Many trade paperbacks also contain additional material not available in the original serialization, such as an introduction or foreword, or character sketches.

**Variant Cover**

An issue of a comic book printed with multiple covers, each with unique cover art, and may be available in limited quantities as an incentive cover.

Webcomics

Comic strips and longer stories that are produced to be read on computers and tablets.

Word Balloons

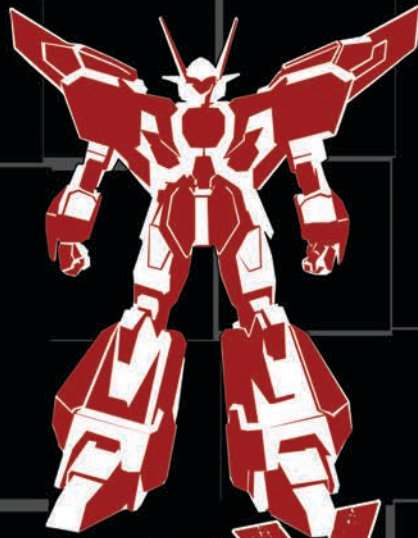
The text-filled “bubbles” that contain a story’s spoken dialogue.

Wraparound

Cover artwork or image that wraps continuously around the back and front covers of a publication.

Writer

Responsible for the story’s script to be interpreted by the artist team. The writer plots the story, provides the dialogue, and lays the foundation for the book.



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