



Magic Advent Calendar

WordPress User Guide

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1. Installation

1. In the WordPress dashboard, go to Plugins → Add New → Upload Plugin.
2. Select the Magic Advent Calendar ZIP file and activate the plugin.
3. Open Advent Calendar in the admin menu and create a new calendar.

An active Pro license is required to use premium features.

2. Creating a Calendar

1. Add a new advent calendar and enter a title.
2. Under Calendar Settings, choose the year and start date.
3. Optionally add a heading and descriptive text.
4. Publish the calendar. The first time it is published, 24 doors are created automatically.

Doors become available one day at a time, starting on the selected date. The WordPress site timezone determines when they open.

3. Customizing the Appearance

Use the Appearance tab to configure the layout, door order, logo, background image, and colors. A snowfall effect is also available.

- Classic: included in the Free version.
- Modern: requires an active Pro license.
- Door order: sequential or random.

4. Editing Doors

The Doors tab lists all 24 doors. Select Edit Door to open a door and choose its content type.

Content type	Edition	Purpose
Text & Download	Free	Display text and offer file downloads
Video	Free	Show video content
Giveaway	Pro	Run a giveaway with an entry form
Quiz	Pro	Present interactive questions
WooCommerce	Pro	Show WooCommerce products

Content type	Edition	Purpose
Voucher	Pro	Display voucher codes

If a door is missing, use the restore option in the Doors tab to recreate it.

5. Embedding a Calendar

Copy the shortcode from the calendar editor and paste it into a WordPress page or post:

```
[lca_calendar id="123"]
```

Replace 123 with your calendar ID. The alternative shortcode `[lc_advent_calendar id="123"]` is also supported.

6. Giveaways and Newsletters (Pro)

Giveaways can include entry forms. You can select a terms and conditions page in the calendar settings and, depending on the configuration, connect a newsletter service. Supported providers are Mailchimp and Brevo.

Before launching a giveaway, review your terms and conditions, privacy information, consent wording, and newsletter sign-up process, including double opt-in. Final real-world testing of this integration is still pending.

7. Pro Licensing and Expiration

If a Pro license becomes inactive or expires, saved calendars and door content are preserved. Pro features remain unavailable until the license is reactivated. A saved Modern layout is temporarily displayed using the Classic layout.

8. Frequently Asked Questions

When do doors open? Starting on the selected date, one door becomes available each day according to the WordPress site timezone.

Is WooCommerce required? No. WooCommerce is only needed for the WooCommerce door type.

Can I create multiple calendars? Yes. Each calendar is managed as a separate item.

What happens to Pro content when a license expires? It remains saved and becomes available again after reactivation.

9. Pre-Release Checklist

- Align the plugin name and version across the plugin header, [readme.txt](#), and Freemius packages.
- Test both Free and Pro ZIP files on a clean WordPress installation.
- Complete a final giveaway/newsletter signup test using a new email address.
- Add screenshots and support/product links for publication.