

MEDIA/PUBLISHING

TikTok launches premium ad tier, Cond Nast slots in as inaugural partner

May 22, 2023



As more consumers move toward TikTok, advertising on the ever-growing platform has become increasingly lucrative. Image credit: Cond Nast

By LUXURY DAILY NEWS SERVICE

Media company Cond Nast is the first to partner with TikTok on a new channel of monetization.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The platform's Pulse Premiere partnership will allow publishers to make money from ads that run after their posts. As more consumers move away from long-established social media sites toward TikTok, advertising on the ever-growing platform has become increasingly lucrative.

"TikTok has become one of our most valuable partners, providing us with a variety of tools to ensure that our brands are driving these conversations on their platform," said Pam Drucker Mann, global chief revenue officer and president of U.S. revenue and APAC at **Cond Nast**, in a statement.

"Our advertisers know that culture is the new KPI, and the Pulse Premiere solution finally enables clients to match media buying with how consumers are consuming our brands, like Vogue, GQ and Vanity Fair, on TikTok."

Opportunity cost

After a trial period launched in February 2022 the preceding engagement garnered TikTok-exclusive Fashion Month, style and shopping content from Cond Nast titles *Vogue* and *GQ* the publishing house is back for more.

According to an exclusive report from the *Wall Street Journal*, Pulse Premiere lends brands the opportunity to run advertisements that appear directly after the posts of Cond Nast and other select partners, granting the latter parties a 50 percent revenue split on those spots.

Inaugural partner aside, NBCU, DotDash Meredith, BuzzFeed, among others, have also reportedly onboarded.



Media company Cond Nast is the first to partner with TikTok on the new, monetizable channel. Image credit: Cond Nast

Given the ability to choose from a range of categories spanning lifestyle, sports, entertainment, education and more, customers can maintain a heightened level of control over the type of "premium" content after which their ads play, sidestepping associations with any ill-suited videos that may pop up on TikTok as its teams continue to battle inappropriate viral content.

The curated digital offering is a step up from the juggernaut's existing Pulse partnership, which places ads after top-performing TikTok content only, with no specifications for the category or subject matter allowed on behalf of the buyer.

For a platform fueled by independent names, the "brand-safe" move marks a major paradigm shift in TikTok's business model.

Earlier this year, Cond Nast announced a yearlong partnership with digital image-sharing and social platform Pinterest, a deal that covers similar domains, from fashion shows to the back-to-school season ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.