BRAND PARTNERSHIPS · MEDIA KIT, NOVEMBER 2026

The women who buy the finer things are watching.

Gilded Age Gossip tells the real stories behind America's great houses to women 45 and over, most of them 55 and up.



I'm Jasmine Jolis, a heritage filmmaker and Ph.D. student based in Virginia, and the creator of Gilded Age Gossip. I research, write, narrate and edit every episode, and I partner with a small number of brands that belong in this world: jewelry, fashion, beauty, tea, travel and the finer things.

> Approved by the Preservation Society of Newport County to film The Breakers, Marble House and Château-sur-Mer for the 2026 holidays.
>
> Approved by Salve Regina University to film inside Ochre Court.

GILDED AGE GOSSIP · LAUNCHED OCTOBER 26, 2026

Since launch

2.5M+ views across Instagram, Facebook, TikTok and YouTube	**1.1M+** views on one episode, Marble House part one	**7,500+** shares of that episode	**25,000+** followers: Instagram 12,500, Facebook 10,700, TikTok 2,300, YouTube 315

Instagram alone: 1.18 million views in the last 30 days. Marble House part one: 419K views on Instagram, 581K on Facebook and 120K on TikTok. Sources: Instagram professional dashboard (November 18), Facebook and TikTok apps (November 10) and Metricool (November 18, 2026).

AUDIENCE

Who's watching

83%
of Instagram followers live in the United States, followed by Canada, Australia and the UK

87%
of followers who list a gender are women

80%
are 45 or older, and 58% are 55 or older

Instagram followers, November 18, 2026. On YouTube, 70% of viewers are women and 46% are 55 or older. Refreshed before every proposal.

WHY THIS AUDIENCE

Most creator marketing is aimed at women in their twenties and thirties. My viewers are their mothers: women with the time, the taste and the means to buy what they love, and very few creators speaking to them. They come for the history and stay for the details: the jewels, the hats and gloves, the tea service, the houses and the places to stay.

They also share. Marble House part one was shared more than 7,500 times.

BRANDS THAT BELONG HERE

Made for the finer things

Fine jewelry & pearls The jewels behind every Gilded Age portrait	**Fashion & accessories** Hats, gloves, silk scarves and evening wear	**Beauty & skincare** Grown-up skin, fragrance and hair	**Tea, table & home** Tea, china, linens, candles and flowers
Travel & cruises River and ocean cruises, rail journeys, tours	**Hotels & inns** Historic properties and destinations	**Antiques, art & interiors** Dealers, auction houses and designers	**Books & experiences** History titles, museums and house tours

PARTNERSHIPS

Ways to work together

Episode feature

Your piece woven into a Gilded Age Gossip episode where it belongs in the story: pearls in an episode about Mrs. Astor's ball, a tea service in an episode about Newport afternoons.

INSTAGRAM, FACEBOOK, TIKTOK, YOUTUBE

Presented by

Your name at the opening of a multi-episode run and in every caption, such as A Gilded Age Christmas this December.

SERIES SPONSOR

Gift guides

"Gifts a Gilded Age hostess would approve": a short, story-led gift guide for the holidays, Mother's Day or wedding season.

SEASONAL

Your brand's own story

A short documentary about your house, your founder or your craft, researched and told the way I tell the great houses, for your own channels.

BRAND FILM

Paid usage

Run our film as your ad from my account or yours, so it reaches more women like my viewers.

ADD-ON

Salon sponsor

Present the Gilded Age Gossip Salon, an afternoon tea I host at senior living communities, with your name on the invitations and tables.

IN PERSON

Also: stay and destination films for hotels and tourism boards, and history films for historic and trophy listings. Every partnership is clearly marked as paid. Rates and availability on request.

IN THEIR WORDS

Viewers want to go

"Where is it?"

> My reply: Newport, Rhode Island! Marble House is open for tours through the Preservation Society of Newport County.

INSTAGRAM · QUESTION AND MY REPLY, 26 LIKES

"Can people tour this house?"

INSTAGRAM · MARBLE HOUSE, PART ONE

"The mansions are a must see in RI."

TIKTOK · MARBLE HOUSE, PART ONE

"My parents took me there as a kid and we toured the mansion. I couldn't believe the size and the opulence."

TIKTOK · MARBLE HOUSE, PART ONE

"I've been there and it's a marvel to see."

INSTAGRAM · MARBLE HOUSE, PART ONE

"Woah, I found the entire story on YouTube."

TIKTOK · VIEWER WHO FOLLOWED TO THE FULL DOCUMENTARY

THE EPISODE THAT LAUNCHED THE SERIES

Marble House, part one



Alva Vanderbilt built Marble House to win her way into New York society, then locked her daughter in her room until she agreed to marry a duke. Ninety seconds, filmed on location in Newport.

1.1M+
views on Instagram, Facebook and TikTok

49%
of the 90-second film watched, on average

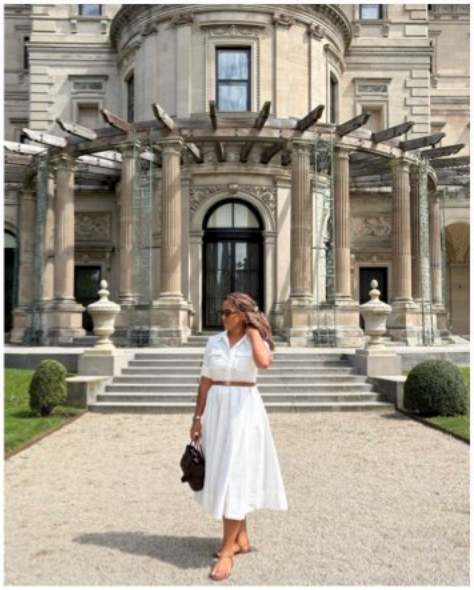
7,500+
shares

5,600+
new followers from this one video

Watch on Instagram Watch the full documentary on YouTube

ON LOCATION

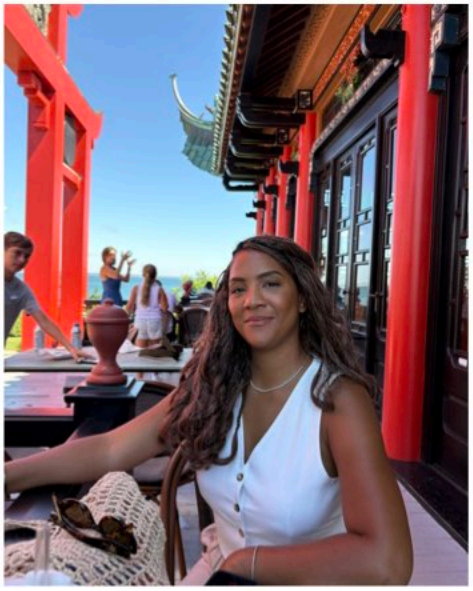
Dressed for the great houses



The Breakers, Newport



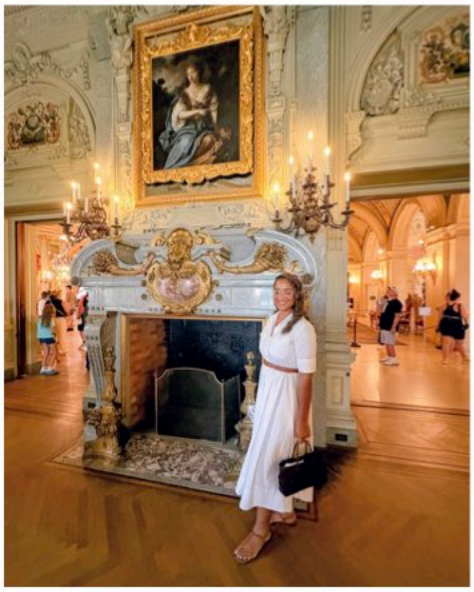
Rosecliff, Newport



The Chinese Tea House, Marble House



Choosing a hat in Newport



Inside the great houses



High tea at the Waldorf Astoria, Washington



Lunch between houses



The Breakers welcome center



On the lawn above the water

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