



HEY!

THANK YOU FOR DOWNLOADING
OUR GUIDE FOR
INSTAGRAM IMAGE SIZES!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

Instagram image sizes

Images & videos in the feed

Profile picture: 320 x 320 px

- Recommended minimum size 320 x 320 px, output in 110 x 110 px
- Automatically rounded cropping in a 1:1 ratio

You can also upload the image in a higher resolution of up to 1080 x 1080 px.

Landscape format: 1080 x 608 px

- Recommended minimum size 1080 x 608 px
- aspect ratio 16:9

An image or video can be posted in landscape format in the news feed and can also be used as an advertisement.

1080 x 608 px

1080 x 1080 px

1080 x 1440 px

square: 1080 x 1080 px

- Recommended minimum size 1080 x 1080 px
- aspect ratio 1:1

An image or video can be posted as a square in the news feed and can also be used as an advertisement.

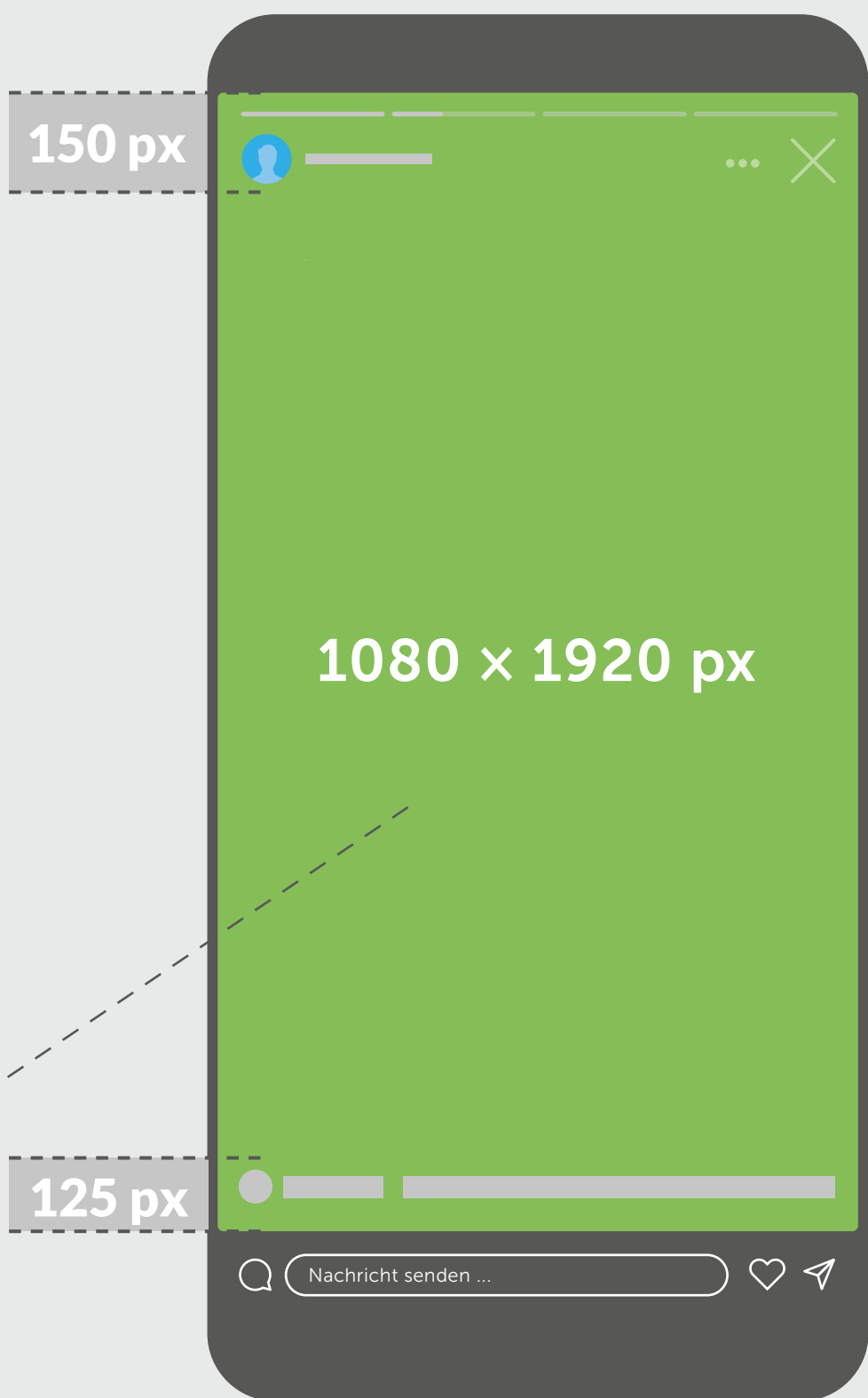
portrait: 1080 x 1440 px

- Recommended minimum size 1080 x 1440 px
- aspect ratio 3:4
- Alternative size: 1080 x 1350 px in 4:5 aspect ratio

An image or video can be posted as a portrait format in the news feed and can also be used as an advertisement.

General info: All images and videos are displayed in portrait format (1080 x 1440 px) in the profile feed. The exception is the Reels tab, where videos are displayed in 1080 x 1920 px.

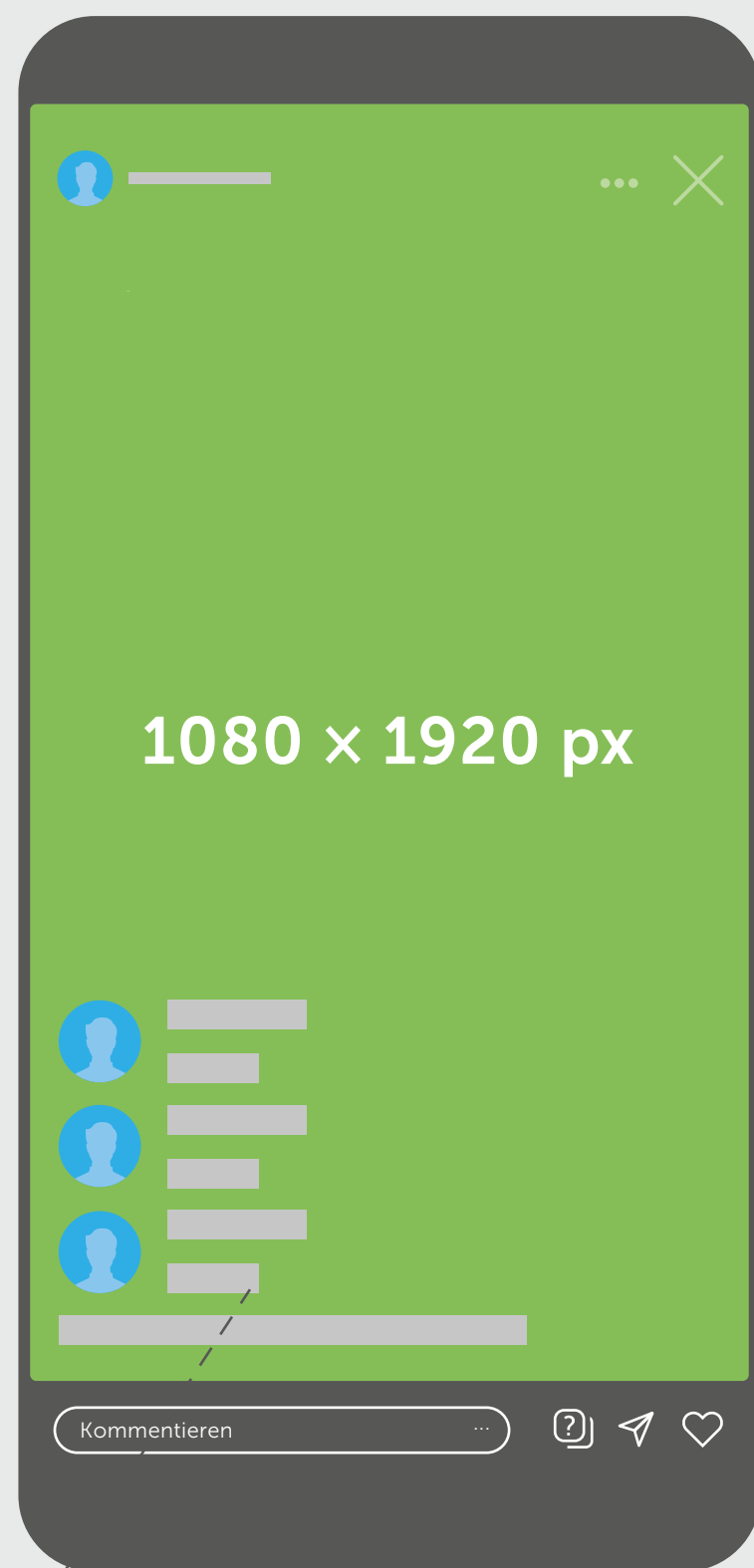
Stories, Reels & Instagram Live



Stories: 1080 x 1920 px

- Recommended minimum size 1080 x 1920 px
- aspect ratio 9:16
- Maximum file size 4 GB
- Story-Cover: 1200 x 1200 px

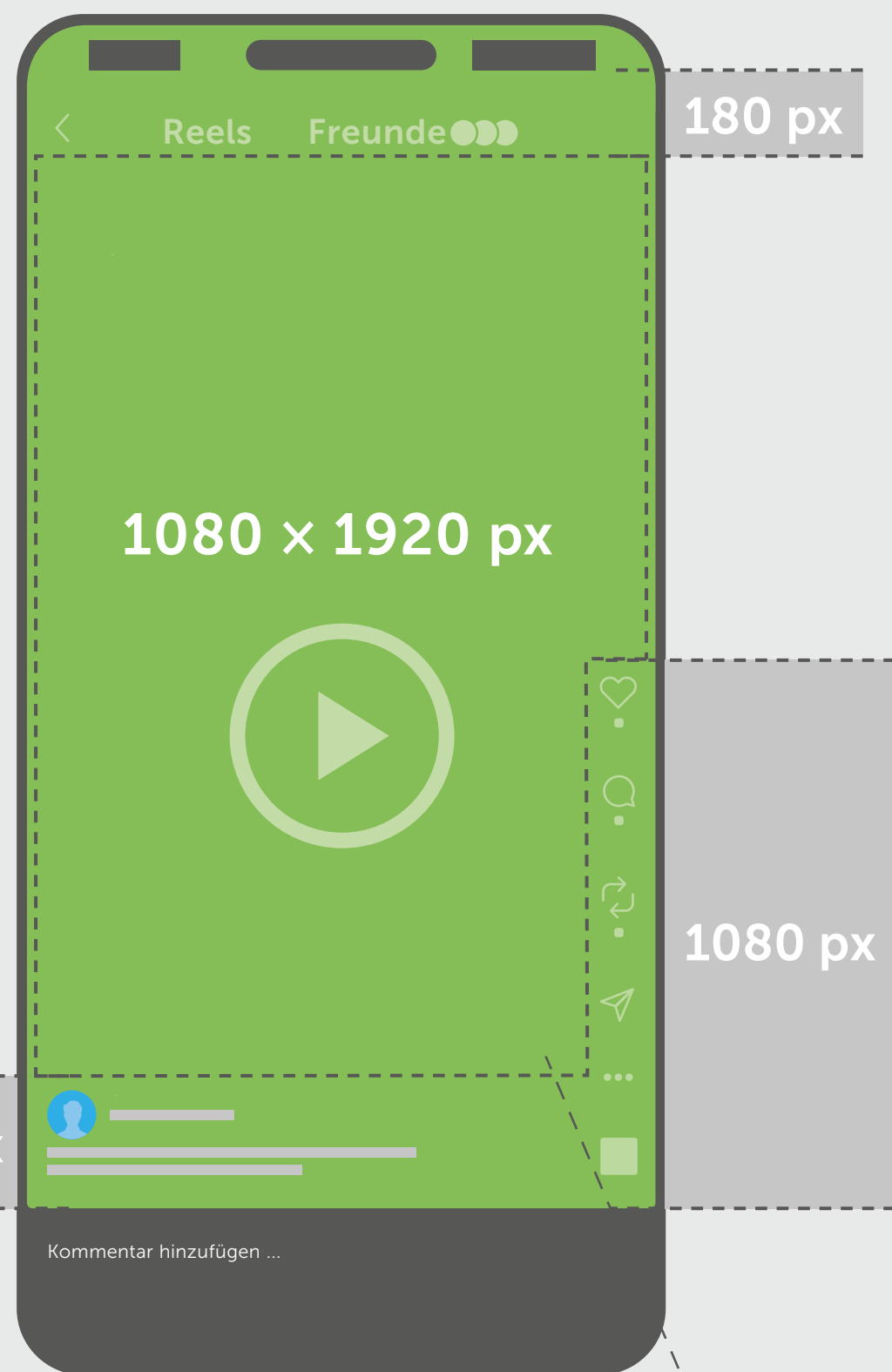
Instagram Stories can be shared in many different formats. However, we recommend a full-screen format with a ratio of 9:16. A story lasts a maximum of 60 seconds.



Live: 1080 x 1920 px

Instagram Live is displayed vertically, just like Stories. The maximum duration of a livestream is 4 hours.

To use livestreams, you need a public profile with at least 1,000 followers.



Reels: 1080 x 1920 px

- aspect ratio 9:16
- Correspond to the aspect ratios of photos and videos in the Instagram feed
- In the profile feed, the reel is displayed in 1080 x 1440 px
- In the news feed, the reel is cropped at the top and bottom
- In the Reel tab, the reel cover is displayed in 1080 x 1920 px

General information:
Reels can be up to 3 minutes long, but reels longer than 3 minutes will only be shown to your existing target audience—not to new audiences. Make sure to keep your videos short.

Overview

Images & Videos

size

ratio

Square	1080 x 1080 px	1:1
Landscape format	1080 x 608 px	16:9
Portrait	1080 x 1440 px	3:4
	1080 x 1350 px	4:5
Profile picture	320 x 320 px	1:1

Reels

size

ratio

Full screen	1080 x 1920 px	9:16
Profile feed view	1080 x 1440 px	3:4
Reel cover	1080 x 1920 px	9:16

Stories

size

ratio

Story	1080 x 1920 px	9:16
Highlight Icon	1200 x 1200 px	1:1