



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

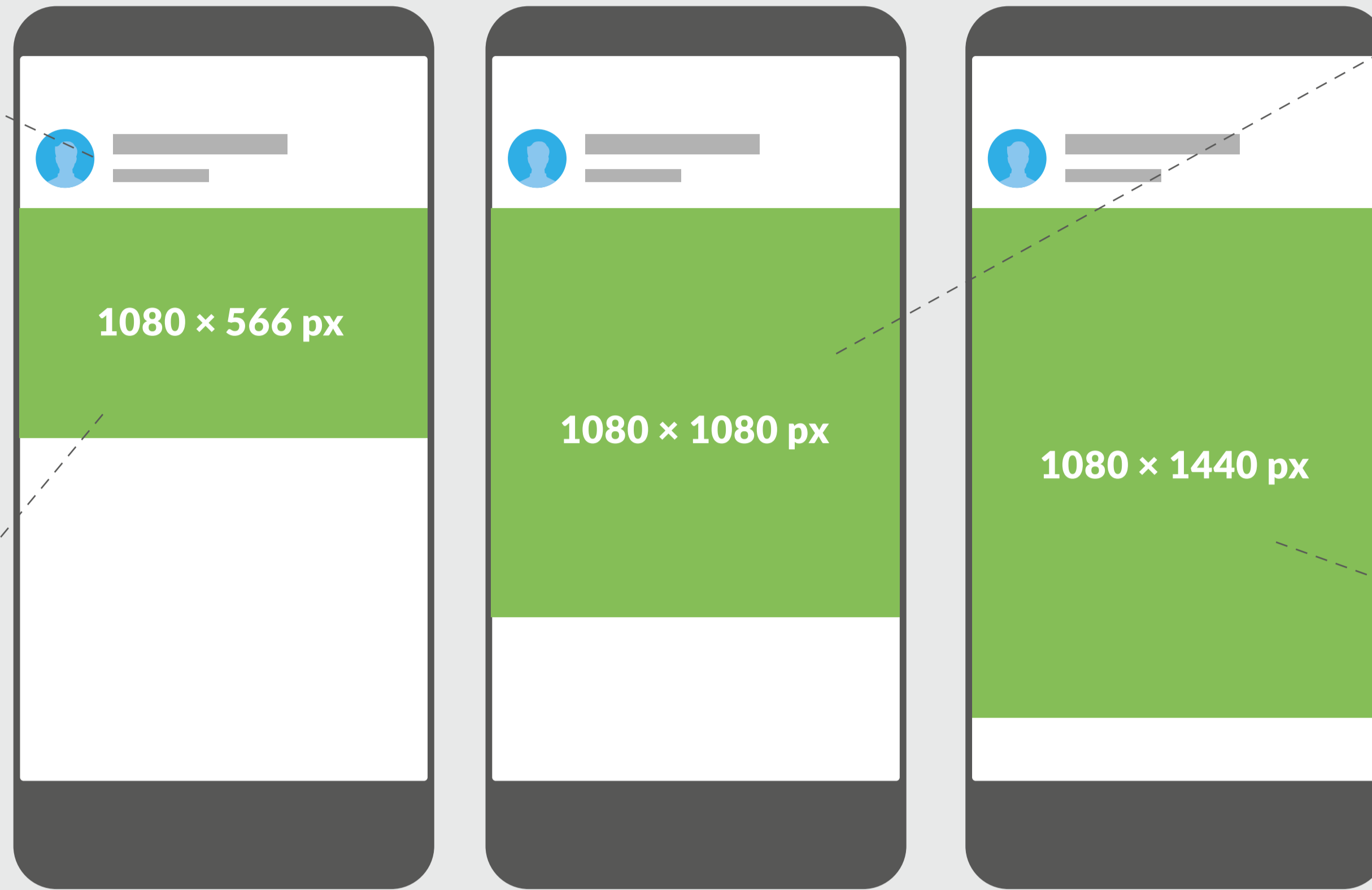
- Recommended minimum size 320 x 320 px, output in 110 x 110 px
- Automatically rounded cropping in a 1:1 ratio

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

Landscape format: 1080 x 566 px

- Recommended minimum size 1080 x 566 px
- aspect ratio: 1,91:1

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



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.

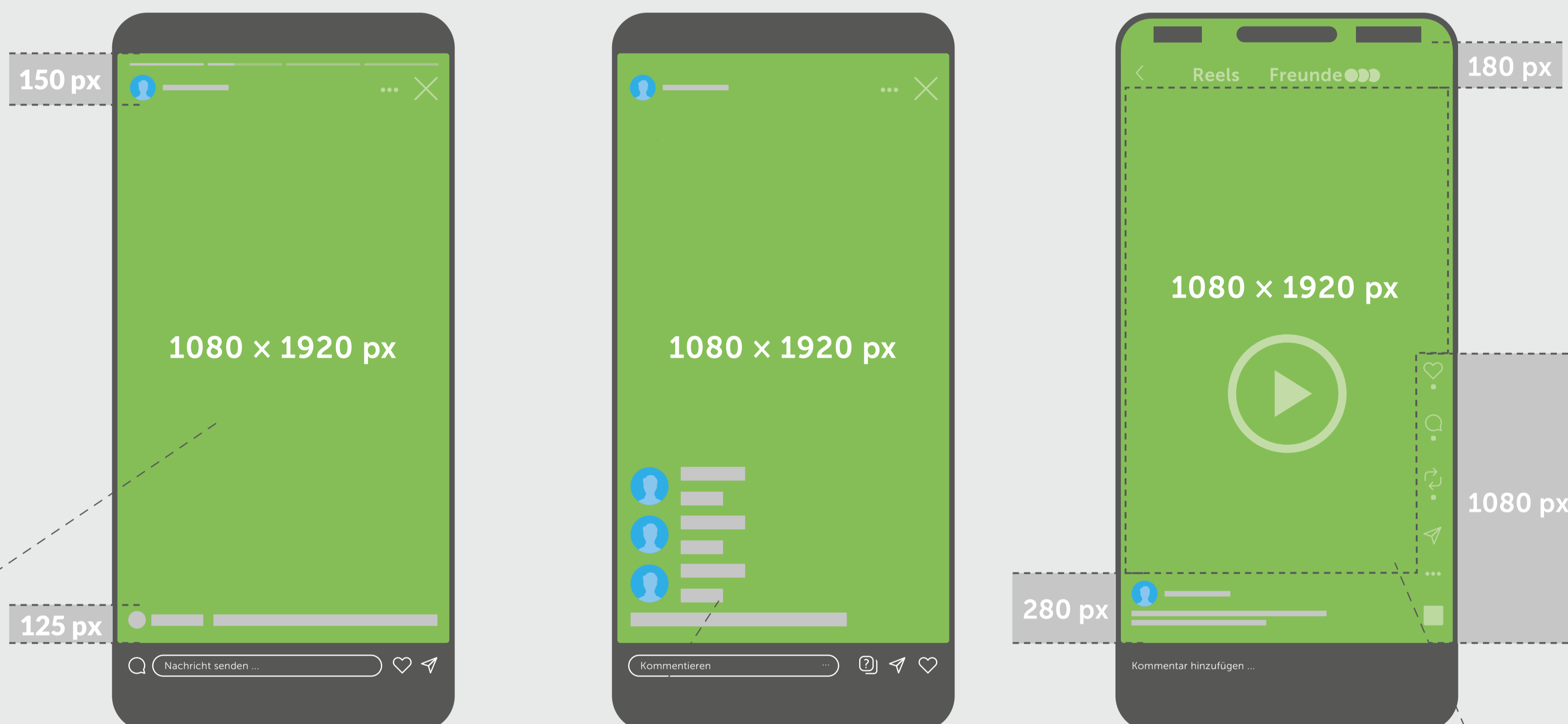
Portrait format (tall): 1080 x 1440 px

- 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 566 px | 1,91:1 |
| 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 |