INSTAGRAM

Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV	90 seconds
≥ 1080×1920 · 23.976...	128 kbps stereo	4 GB	Max duration

VIDEO

Aspect ratio	9:16
Resolution	1080×1920 minimum
Frame rate	23.976, 24, 25, or 30 fps
Codec	H.264 Same for every Instagram format

AUDIO

Audio codec	AAC Same for every Instagram format
Audio bitrate	128 kbps stereo

FILE

File format	MP4 or MOV
Max file size	4 GB Same for every Instagram format

TIMING

Max duration	90 seconds



Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/reels