



EGMONT

INSTAGRAM

ALT FOR DAMERNE – EUROWOMAN – EUROMAN – RUM
GASTRO - BOLIGLIV – ALT INTERIØR – VORES BØRN

INSTAGRAM POST

CAPTION

- Short, catchy copy describing the product
- We recommend keeping it under 150 characters (only the first two lines are visible in the feed before needing to expand/read more).
- Please note: For posts to RUM, the text must be in English.

IMAGE MATERIAL

- 2–9 high-quality images
- Aspect ratio: 4:5 (1080x1350 px)
- Format: JPG

TAGS & HASHTAGS

- Which Instagram profile should be tagged? @...
- Max 3 hashtags (#)

BOOST

- If a boost has been purchased for the post, the URL must be provided.

REVIEW ROUND

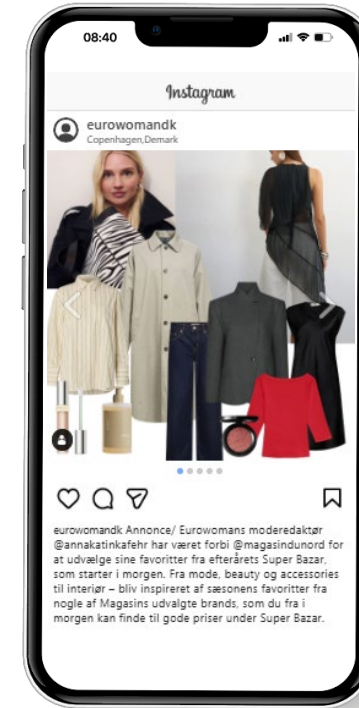
- There is one round of review where comments and adjustments can be made to the setup/layout. A preview will be sent to the agreed contact person.
- **Please note: An Instagram post allows for editorial freedom within the agreed framework.**

RIGHTS

- Story House Egmont reserves the right not to publish a post if it does not comply with applicable legislation or could otherwise harm Egmont's brands.

PRODUCTION TIME

It takes up to 9 business days from the time we receive the material until an Instagram post can go live. Please note: If the material or revisions are delivered later, Egmont cannot guarantee that the campaign will launch on the scheduled date.



AI

AI-GENERATED OR AI-MANIPULATED CONTENT

Any advertisement containing AI-generated or substantially AI-manipulated images, videos, or audio files that could reasonably be perceived as authentic must be clearly labeled upon first display. The label must be placed in close proximity to the content in question, for example, "*AI-generated*" or "*AI-manipulated*". Advertisers bear full responsibility for ensuring compliance with all applicable legislation and regulations regarding AI-generated content.

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INSTAGRAM REEL

CAPTION

- Short, catchy copy describing the product.
- We recommend keeping it under 150 characters (only the first two lines are visible in the feed before needing to expand/read more).
- Please note: For posts to RUM, the text must be in English.

VIDEO

- Aspect ratio: 9:16 (1080x1920 px)
- Max file size: 4 GB
- Format: MP4 or MOV
- Duration: Up to 90 seconds
- Subtitles: Optional, but recommended

TAGS & HASHTAGS

- Which Instagram profile should be tagged? @...
- Max 3 hashtags (#)
- Reels should not contain:
 - Licensed music. We recommend using original audio or royalty-free music.
 - Media with face or camera filters/effects
 - Media in GIF format

BOOST

- If a boost has been purchased for the post, the URL must be provided.

REVIEW ROUND

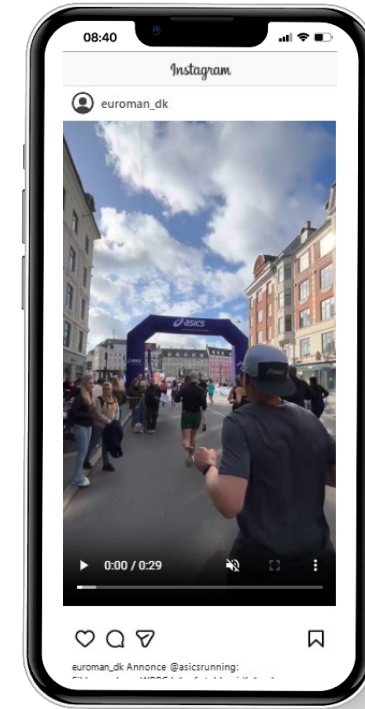
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INSTAGRAM STORY

CAPTION

- Very short, catchy copy describing the product (if images are used)
- Please note: For posts to RUM, the text must be in English.

VIDEO/IMAGE

- Aspect ratio: 9:16 (1080x1920 px)
- Max file size: 4 GB
- Format: MP4 or MOV
- Duration: Up to 3–15 seconds
- Images: Up to 3 images (named in sequence/order)

TAGS & HASHTAGS

- Which Instagram profile should be tagged? @...
- Max 3 hashtags (#)

BOOST

- If a boost has been purchased for the post, the URL must be provided.

REVIEW ROUND

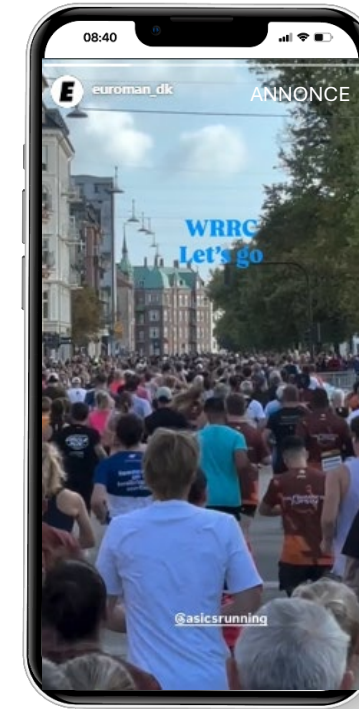
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- A preview will be sent to the agreed contact person.
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INSTAGRAM COMPETITION

CAPTION

- Short, catchy text describing the prize.
- Max 50 (*words/characters*)
- E.g.: *“Gorgeous set from Graumann consisting of the Abb top and Jacki pants in a pink flower print, with a total value of DKK 2,400. Fantastic quality and a loose fit. The blouse features blue and white ribbed trim, and the pants have navy piping along the leg. Made from silk and viscose.”*
- **The post will be edited by the editorial team.**

PRIZE DESCRIPTION

- Briefly describe the prize – name, colour & quantity.
- State the value of each prize (Egmont recommends a minimum value of DKK 1,000).
- Number of winners: state how many prizes are being given away.
- What to do to enter (tagging must not be a requirement).

IMAGE ASSETS / PHOTOS

- 2–5 high-quality images of the prize
- Aspect ratio: 4:5 (1080x1350 px)
- Format: JPG

TAGS &

- Which Instagram profile should be tagged? @...
- Max 3 hashtags

WINNER

- Story House Egmont will draw the winner and forward their name, address, and phone number to the client, who will ensure the prize is sent directly to the winner.

BOOST

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REVIEW ROUND

- There is one round of review where comments and adjustments can be made to the setup/layout. A preview will be sent to the agreed contact person.
- **Please note: An Instagram post allows for editorial freedom within the agreed framework.**

RETTIGHEDER

- Story House Egmont forbeholder sig retten til ikke at bringe et post, hvis det ikke overholder lovgivningen eller på anden vis kan skade Egmonts brands.

PRODUCTION TIME

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PRIZE TAX

It is the responsibility of the client/prize provider to comply with relevant legislation regarding the competition. Story House Egmont A/S acts solely as an intermediary/facilitator for the competition. This means that the client/prize provider is obligated to comply with relevant legislation regarding reporting, payment, and/or disclosure of prize taxes, as well as obtaining any necessary permits or making any required notifications to the Danish Gambling Authority (*Spillemyndigheden*).

Depending on the type of game or competition, it is the responsibility of the provider of games or competitions to report and pay prize tax, or alternatively to inform the winner that the prize is subject to income tax. Egmont encourages the Client to familiarize themselves with the relevant legislation in this area and, if necessary, seek professional advice. Further information can be obtained via the Danish Tax Agency (Skat) [here](#).

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