

200000 and counting!

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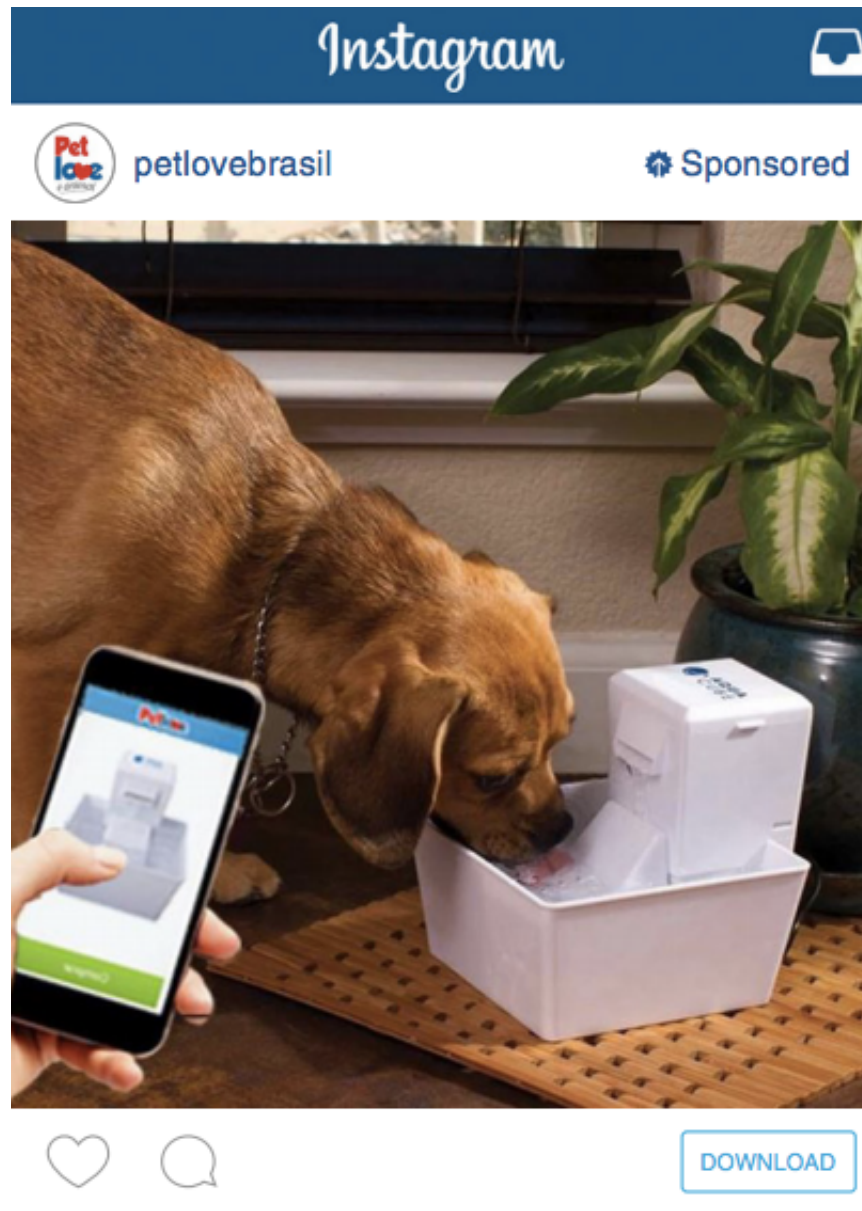
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Instagram attracts 200,000 brands

Instagram, the photo-sharing social media platform owned by Facebook, has reached more than 200,000 advertisers.

[The platform opened its doors to all brands in September](#), before this **advertising** was available on **Instagram** in eight markets.



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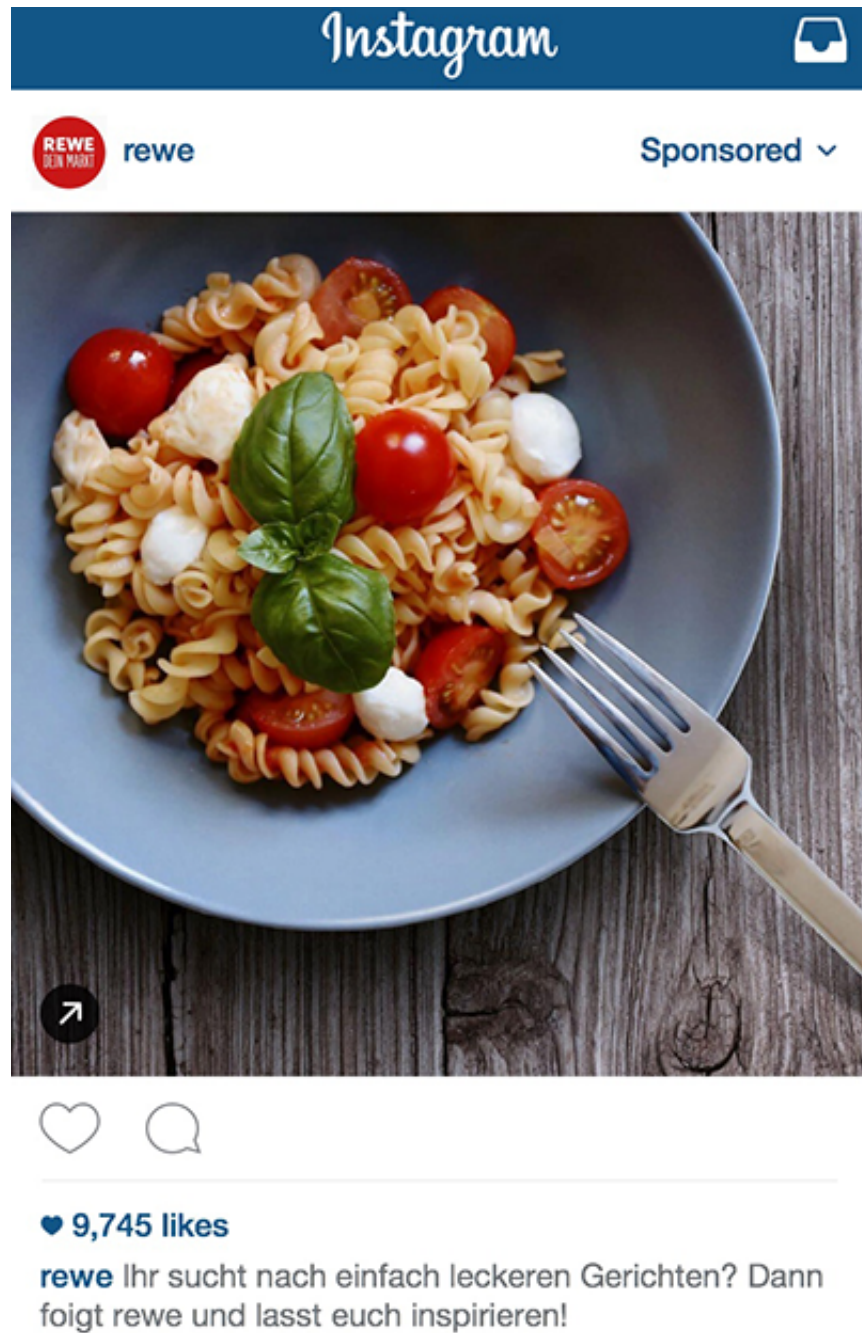
petlovebrasil Meet the App Pets love: buy everything for your dog right here!

In a blog post, **Instagram** said that 75 per cent of its **advertisers** are outside of the US.



James Quarles, the global head of business and **brand** development at **Instagram**, said: "Instagram is proving a valuable place for discovering businesses around the world – it's the look book."

"We are excited to welcome 200,000 **advertisers** to the platform because the more diverse our **advertiser** base, the more relevant we can make the ads that people see."



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