MySaaS Journey

RESEARCH REPORT · 2027 EDITION

Email Marketing Price Curve 2027

Monthly cost at 1,000 to 100,000 contacts across 20 email marketing platforms



Median monthly price of the cheapest self-serve plan, by list size

20
email marketing platforms compared

231
price points from official pricing pages

26x
median bill growth for a 100x bigger list

Data collected October 31, 2026 · Prices shown to a buyer in India, in USD

mysaasjourney.com

ABOUT THIS REPORT

Email Marketing Price Curve 2027

This report maps what 20 of the best-known email marketing platforms charge as a list grows from 1,000 to 100,000 contacts. MySaaSJourney collected every price from official pricing calculators on a single day, compared entry and automation plans, and analyzed how prices scale, where they jump, and which fine print changes the real bill.

Publisher	MySaaSJourney Research
Data collected	October 31, 2026, from each vendor's official pricing page
Coverage	20 email marketing platforms, 7 list sizes (1,000 to 100,000 contacts), 231 published price points
Prices	List prices as shown to a buyer in India, in US dollars. Rupee prices converted at 94.955 INR per USD (European Central Bank reference rates, October 30, 2026)
Verification	Two independent collection methods; 38 of 38 overlapping price points matched exactly
Study page	mysaasjourney.com/research/email-marketing-price-curve/

Important: All prices in this report are list prices shown to a buyer in India on October 31, 2026, in US dollars. Most matched US prices exactly where we could compare, but Mailchimp, HubSpot and Constant Contact showed lower prices in India. The section on regional pricing explains the differences.

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01

SECTION 01

Key findings

$19
median monthly cost at 1,000 contacts

$94.50
median monthly cost at 10,000 contacts

$499
median monthly cost at 100,000 contacts

26.3x
median bill growth for a list 100 times bigger

+113%
median price jump from 10,000 to 25,000 contacts

23.1x
priciest vs cheapest platform at 100,000 contacts

We set the pricing calculator of 20 email marketing platforms to seven list sizes, from 1,000 to 100,000 contacts, and recorded what each one charges per month. That gave us 231 published price points from official pricing pages, all read on October 31, 2026. Every figure below is a list price shown to a visitor in India, in US dollars. Five platforms showed prices in Indian rupees, which we converted at 94.955 rupees per dollar (the European Central Bank cross rate for October 30, 2026). Where we could compare against US prices, most matched exactly, but three platforms were noticeably cheaper from India. That is covered in its own section.

The headline numbers:

1. **The median email platform costs $19 a month at 1,000 contacts, $94.50 at 10,000 and $499 at 100,000.** Those are the cheapest self-serve plans, billed monthly where a monthly price exists.
2. **A list 100 times bigger costs about 26 times more.** The median platform's price rises 26.3x between 1,000 and 100,000 contacts. The range runs from 7.9x (beehiiv) to 200.5x (HubSpot Marketing Hub Starter).
3. **The cost per subscriber falls by three quarters as you grow.** The median monthly cost per 1,000 contacts drops from $19.00 at 1,000 contacts to $4.99 at 100,000. At the top tier the median platform charges about half a cent per contact per month.
4. **The gap between the cheapest and priciest platform widens with scale.** At 1,000 contacts the most expensive plan costs 13.3x the cheapest. At 100,000 contacts it costs 23.1x the cheapest.
5. **The biggest jump comes between 10,000 and 25,000 contacts.** The median price rises 113% across that step, at least 1.7 times the increase at any earlier step. Mailjet (+180%), Klaviyo (+167%) and ActiveCampaign (+162%) jump the most there.
6. **The cheapest platform at the start is often not the cheapest at scale.** ActiveCampaign ranks 4th cheapest at 1,000 contacts and 17th of 20 at 10,000. beehiiv goes the other way, from priciest at 1,000 contacts to 8th of 17 at 100,000.
7. **Three platforms stop publishing prices before 100,000 contacts.** ActiveCampaign, Campaign Monitor and Constant Contact all switch to "contact sales" by that size.
8. **Upgrading to an automation plan costs a median 85% more at 1,000 contacts, but only 38.5% more at 100,000.** The premium for the next plan up shrinks as the list grows.

9. **Paying yearly saves a median 14.7%, and 8 of 20 platforms show no yearly discount on their pricing calculators.** Zoho Campaigns gives the deepest cut (25%), followed by Moosend (20%) and GetResponse (18%).
10. **14 of 20 platforms list a free plan on their pricing page, but most cap out at 250 to 2,500 contacts.** Only Brevo (100,000 contacts, 300 emails a day) and Kit (10,000 subscribers) go further.
11. **Three years of growth costs anywhere from $1,471 to $25,742.** We modeled a list that grows from 1,000 to 10,000 to 50,000 contacts over three years. The cheapest platform in our data costs 17.5x less than the priciest for the same journey.
12. **Where you buy from can change the price.** Mailchimp's prices shown in India were 40% to 45% below its published US prices at the same tiers, HubSpot's Starter seat was 12% cheaper, and Constant Contact's smallest tier was 13% cheaper. Most other overlapping prices were identical.

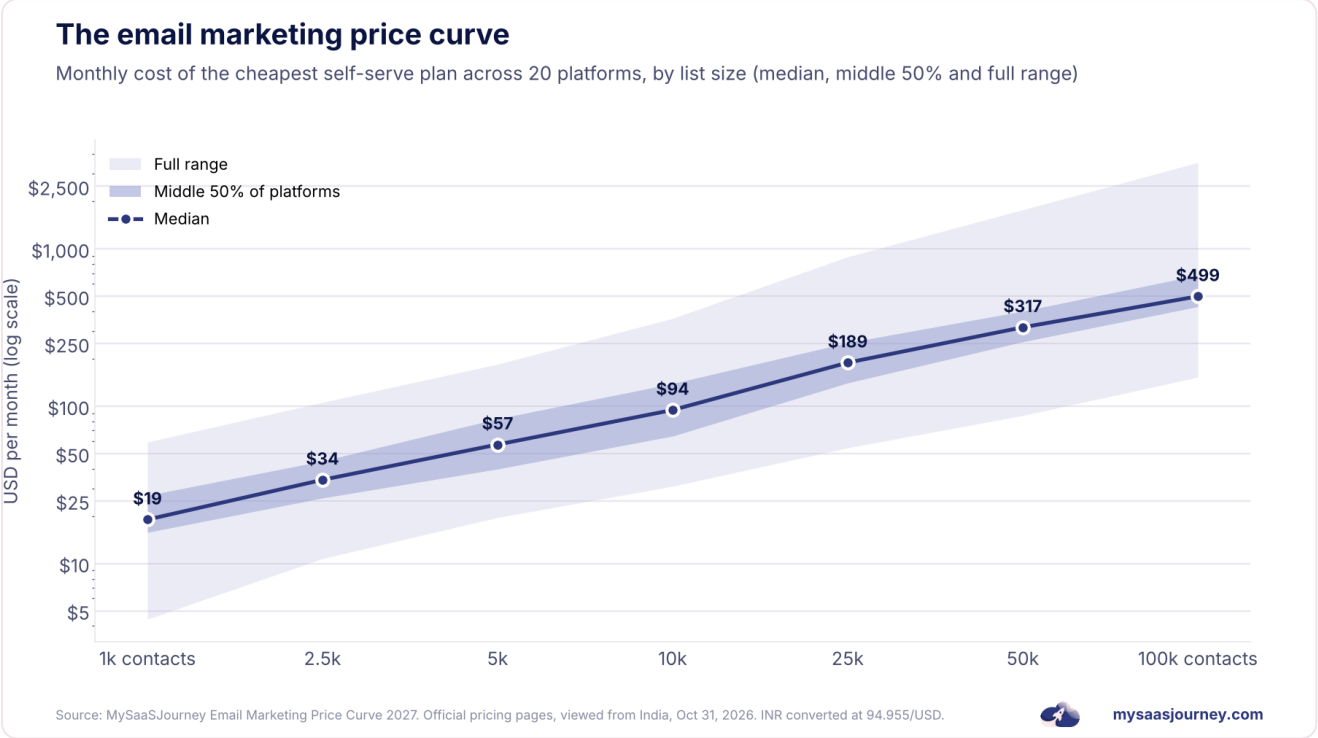


Figure 1. The email marketing price curve: median, middle 50% and full range of monthly prices at each list size.

Quotable findings

These one-line findings can be quoted with a link to this study:

"The median email marketing platform costs $19 a month for 1,000 contacts and $499 a month for 100,000 contacts." (MySaaSJourney Email Marketing Price Curve 2027)

"Growing an email list 100 times bigger raises the bill about 26 times on the median platform."

"Email marketing prices jump most between 10,000 and 25,000 contacts, a median increase of 113%."

"At 100,000 contacts, the most expensive email platform costs 23 times more than the cheapest."

"8 of 20 major email marketing platforms show no discount for paying yearly on their pricing calculators."

"Mailchimp prices shown to buyers in India were 40% to 45% lower than its US prices for the same plan and list size."

One caveat runs through all of these numbers. Zoho Campaigns was the cheapest platform at every list size, by a wide margin. It showed its prices in rupees, and we could not compare them with a US price, so its lead may partly reflect pricing for Indian buyers. We kept it in the rankings because it is a real price that a real buyer sees, but we also report medians, which do not depend on any single platform.

02

SECTION 02

Why the price curve matters more than the starting price

Every email marketing pricing page leads with a small number. "From $9 a month." "Starts at $12." "Free forever." Those numbers are accurate, and they are close to useless for anyone planning past the next quarter, because nobody chooses an email platform for the list they have today. They choose it for the list they hope to have in two or three years, and the bill at that list size can be 20, 40 or even 200 times the starting price.

This is the pattern we kept running into while reviewing email tools at MySaaSJourney. A founder picks a platform at 800 subscribers because it is the cheapest option on a comparison table. Eighteen months later the list is at 20,000, the monthly bill has crossed a few hundred dollars, and switching now means migrating automations, templates, sign-up forms and a sender reputation they have spent a year building. The starting price got them in the door. The curve is what they actually pay.

So we stopped looking at starting prices and mapped the whole curve instead. For 20 of the best-known email marketing platforms, we moved each official pricing calculator through seven list sizes (1,000, 2,500, 5,000, 10,000, 25,000, 50,000 and 100,000 contacts) and recorded the monthly price of the entry plan and, where one exists, the next plan up with more automation. The result is 231 published price points, every one of them taken from the vendor's own website on the same day.

What a price curve shows that a price tag does not

A price curve answers the questions buyers actually have:

- **How fast does the bill grow?** Some platforms add a little for each extra thousand contacts. Others jump sharply at particular sizes, often right when a business starts to get traction.
- **Where are the cliffs?** We found that the step from 10,000 to 25,000 contacts carries the largest median increase in the market, more than twice the increase at the step before it. If you are approaching 10,000 subscribers, that is worth knowing before you commit.
- **Who is cheap at the start but expensive later, and the reverse?** Rankings shift a lot as list size grows. A platform that ranks 4th cheapest at 1,000 contacts can be one of the most expensive at 10,000.
- **When do prices disappear?** Several platforms stop publishing prices well before 100,000 contacts and ask you to talk to sales instead. That matters if you want to budget without a negotiation.
- **What does upgrading cost?** The jump from an entry plan to an automation plan is a large percentage at small list sizes and a much smaller one at large sizes. That changes when it makes sense to upgrade.

Why another email pricing comparison

There is no shortage of "Mailchimp vs X" posts. Most of them have the same three problems. They quote starting prices only, because the full price is hidden behind an interactive slider that is tedious to read. They mix sources, pairing one vendor's annual price with another's monthly price. And they go stale fast, because

email platforms change their pricing often. In the past 18 months alone, MailerLite moved to new pricing (June 16, 2026), Mailjet updated its self-serve prices for the first time in two years (September 9, 2026), Omnisend removed SMS from its Pro plan and retired its legacy Pro plan (May 4 and October 26, 2026), and ActiveCampaign began counting unsubscribed and bounced contacts toward the limit on new accounts (November 3, 2025).

We tried to fix all three. Every price in this study was read from the vendor's own pricing calculator, with the slider or selector set to each list size. Monthly and yearly billing are kept separate. And every price carries the same collection date, October 31, 2026, so you can see exactly how old the snapshot is.

One important note on location

We collected these prices from India. Our first plan was to read every page through a US connection. That did not work reliably, so we chose to collect from India and say so clearly, rather than guess what a US visitor would see. This turned into one of the more interesting findings of the study. For most platforms, the US dollar price shown in India matched the US price exactly: we confirmed 38 of 38 overlapping price points. But Mailchimp showed prices 40% to 45% lower than its US list, HubSpot's entry seat was 12% cheaper, and Constant Contact's smallest tier was 13% cheaper. Five platforms showed prices in rupees, which we converted to dollars at a single published exchange rate.

If you are buying from the US or Europe, most of the numbers here will match what you see. For a handful of platforms they will not, and we flag every one of those cases. The regional pricing section later in the report covers the details.

Who this report is for

This report is written for three groups. Founders and marketers choosing an email platform, or wondering whether to switch, can use the curves and the buyer scenarios to find the cheapest route for their expected growth. Journalists, analysts and bloggers who need a current, sourced number for "how much does email marketing cost" can cite the medians and the full table. And the vendors themselves can see where their pricing sits relative to 19 competitors at every size, not just at the starting price.

It fits into a broader picture of how SaaS pricing is moving, which we covered in our State of SaaS Report 2025. Email marketing is one of the clearest examples of usage-linked pricing in SaaS: you pay for the size of your audience, so your software bill grows with your success. That is fair in principle. The question this report answers is how fair it is in practice, platform by platform, size by size.

03

SECTION 03

Methodology

This section explains exactly what we measured, how, and where the numbers could be wrong. If you plan to cite a figure from this report, this is the part to read.

The 20 platforms

We picked 20 platforms that a small or mid-sized business would realistically shortlist for email marketing in 2026. The set covers general small-business tools (Mailchimp, Constant Contact, AWeber, Benchmark Email, Zoho Campaigns), low-cost tools (MailerLite, Brevo, Sender, EmailOctopus, Moosend, Mailjet), creator and newsletter tools (Kit, beehiiv), ecommerce-focused tools (Klaviyo, Omnisend, Drip), automation-led tools (ActiveCampaign, GetResponse), a design-led tool (Campaign Monitor) and a CRM suite (HubSpot Marketing Hub). We did not include transactional-only email services, enterprise-only platforms without public pricing, or tools sold only as part of a website builder.

The seven list sizes

We priced every platform at 1,000, 2,500, 5,000, 10,000, 25,000, 50,000 and 100,000 contacts. These sizes follow the steps most vendors already use in their own calculators, and they cover the range where nearly all small businesses, creators and online stores sit.

Where a calculator did not offer the exact size, we used the smallest tier that covers it. That affects five cases:

- **Kit:** the slider jumps from 1,000 to 3,000, and from 45,000 to 55,000 and 105,000. We recorded the 3,000, 55,000 and 105,000 tiers for 2,500, 50,000 and 100,000 contacts. Kit's prices at those three sizes are therefore slightly higher than an exact-size price would be.
- **Moosend:** no 2,500 option, so we used the 3,000 tier.
- **HubSpot Starter:** contacts are sold in blocks of 1,000 on top of 1,000 included, and the calculator priced 2,500 as 3,000.
- **Campaign Monitor:** prices are set in bands (0 to 500, 501 to 2,500, 2,501 to 5,000 and so on), so 1,000 contacts falls in the 501 to 2,500 band.
- **Omnisend:** prices are set in bands (for example 501 to 1,000 and 2,001 to 2,500). We used the band that contains each size.

The two plans per platform

For each platform we recorded two plans where they exist:

- **Entry plan:** the cheapest paid self-serve plan that includes email campaigns.
- **Mid plan:** the next plan up, which usually adds more automation, more users, A/B testing or better support. 15 of the 20 platforms have one. Klaviyo, Moosend, Drip, EmailOctopus and Benchmark Email sell a single self-serve paid plan for email.

Platform	Entry plan	Mid plan	Currency shown in India
Mailchimp	Essentials	Standard	USD
Klaviyo	Email	None (single plan)	USD
ActiveCampaign	Starter	Plus	USD
Constant Contact	Lite	Standard	INR
Kit	Creator	Pro	USD
MailerLite	Comfort	Power	USD
HubSpot Marketing Hub	Starter	Professional	INR
Campaign Monitor	Lite	Essentials	USD
AWeber	Lite	Plus	USD
GetResponse	Starter	Marketer	INR
Moosend	Pro	None (single plan)	USD
Omnisend	Standard	Pro	USD
Drip	Drip	None (single plan)	USD
Sender	Standard	Professional	USD
EmailOctopus	Pro	None (single plan)	USD
Benchmark Email	Pro	None (single plan)	INR
Zoho Campaigns	Standard	Professional	INR
beehiiv	Lite	Pro	USD
Brevo	Starter	Standard	USD
Mailjet	Essential	Premium	USD

The "cheapest self-serve" curve

Most charts and rankings in this report use one price per platform per list size: **the cheapest self-serve plan that covers that size**. That is normally the entry plan. In four cases the entry plan stops before 100,000 contacts, so the curve switches to the next plan up:

- **Brevo:** Starter tops out at 100,000 emails a month, so from 50,000 contacts we use Standard.
- **Mailjet:** Essential is sold only at a few volume steps, so from 25,000 contacts we use Premium.
- **Mailchimp:** Essentials stops at 50,000 contacts, so at 100,000 we use Standard.
- **ActiveCampaign:** Starter stops at 25,000 contacts, so at 50,000 we use Plus.

This is the price a cost-conscious buyer would actually pay, and it avoids leaving gaps at the top of the curve. Where it creates a jump, we say so.

Monthly vs yearly billing

The main curve uses the **monthly billing price** wherever the vendor offers monthly billing. That was 220 of the 231 price points. ActiveCampaign shows only yearly-billed prices, so its 11 price points are the yearly price expressed per month. We recorded the yearly price per month separately for every platform that shows one (158 price points), and we use those figures in the annual discount section.

Prices for email-volume platforms

Brevo and Mailjet charge by the number of emails you send each month, not by the number of contacts you store. To put them on the same scale, we assumed **four emails per contact per month**, roughly one campaign a week. So 10,000 contacts is priced as 40,000 emails a month. If you send more or less often, your Brevo and Mailjet costs will move up or down accordingly, while contact-priced platforms will not change.

What a price includes and excludes

We recorded the list price, without temporary promotions. Specifically:

- **Mailchimp:** we recorded the regular price, not the 50% off introductory offer shown for the first months.
- **HubSpot Starter:** we recorded the list price of a seat (1,670 rupees, about $17.59), not the new-customer promotion of up to 65% off.
- **HubSpot Professional:** we recorded the monthly price. It excludes a required one-time onboarding fee (250,000 rupees in India, about $2,633), which we discuss separately.
- **Sender:** we recorded the standard monthly price, which is shown struck through next to a 24-month prepaid deal (40% off Standard, 60% off Professional).
- **Taxes** are excluded everywhere.

Collection

All prices were collected on **October 31, 2026**, from each vendor's official pricing page, in a regular desktop Chrome browser located in India. For each platform we moved the list size slider or selector to each of the seven sizes, toggled between monthly and yearly billing where available, and recorded the figure shown. Pricing facts that are not on the calculator (free plan limits, how unsubscribed contacts are counted, overage rules, recent price changes) came from the same vendors' pricing pages, plan comparison pages and official help centers.

Currency

Fifteen platforms showed US dollar prices to our India browser. Five showed Indian rupees: Benchmark Email, Constant Contact, GetResponse, HubSpot and Zoho Campaigns. We converted rupees to dollars at **94.955 rupees per dollar**, the cross rate implied by the European Central Bank's reference rates for October 30, 2026 (EUR/INR 106.0840 and EUR/USD 1.1172). For GetResponse, the rupee price is clearly the dollar price converted (1,804.19 rupees equals $19.00 at this rate), so the conversion recovers its US price exactly.

Verification

We collected the data two independent ways. First, a server-side process read the official pricing pages and help documents; it could not read most interactive sliders, but it did capture published prices for some platforms and tiers. Second, we read every pricing calculator by hand in Chrome. Then we compared every price point that both methods captured. **38 of 38 overlapping US dollar price points matched exactly**: 14 for AWeber, 12 for Sender, 5 for Brevo, 2 each for Kit, beehiiv and Drip, and 1 for Omnisend. Mailjet's base plan prices also matched across both. The only differences we found were regional (Mailchimp, HubSpot and Constant Contact), and those are explained in the regional pricing section.

Limitations

Be careful with these numbers in five ways:

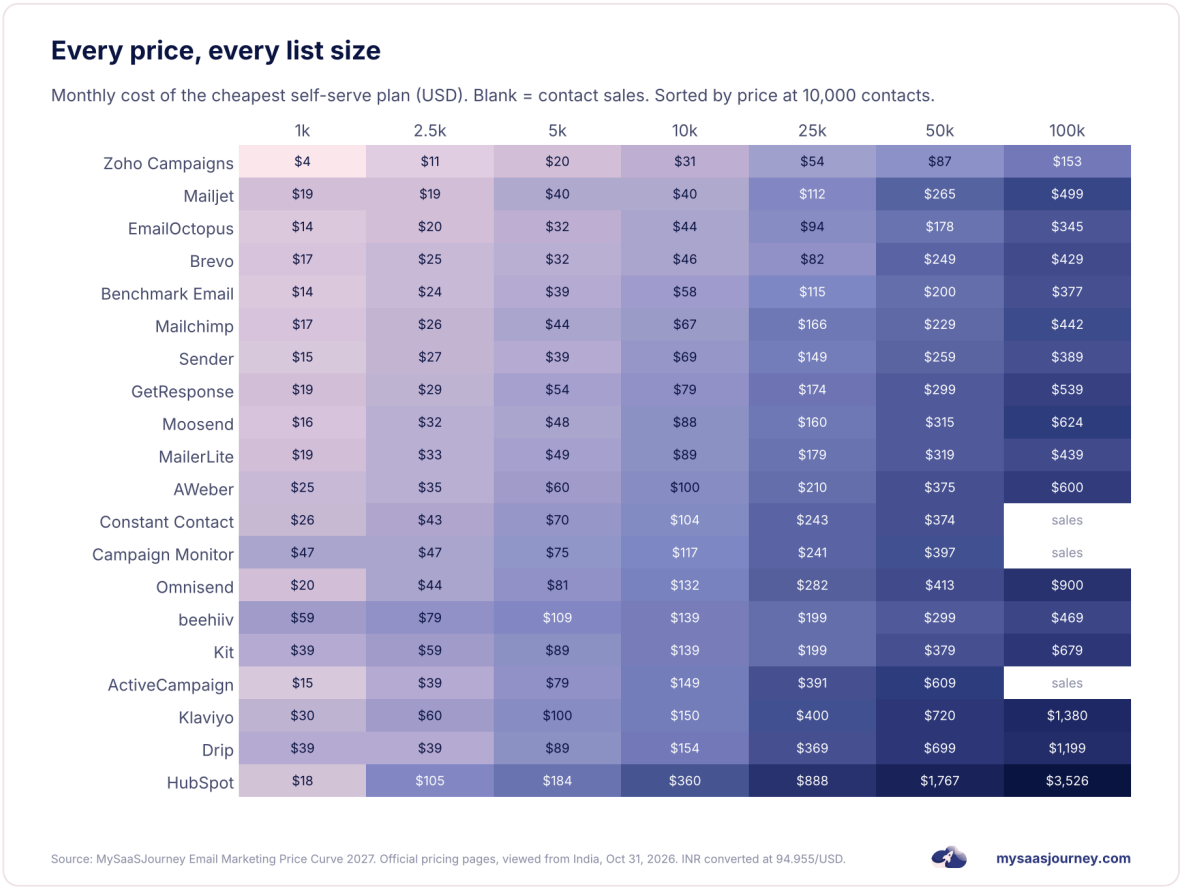
1. **Location.** Prices were collected from India. Mailchimp, HubSpot and Constant Contact showed lower prices than their US list prices at the tiers we could compare. We could not compare Zoho Campaigns and Benchmark Email with US prices, so their rankings may reflect pricing for Indian buyers.
2. **Feature parity.** An entry plan on one platform is not the same product as an entry plan on another. Some include automation, landing pages or unlimited sends; others do not. This report compares price, not value.
3. **Send limits.** Many contact-priced plans also cap monthly sends (for example 10x or 12x your contact count). Our curve assumes you stay within that cap. Heavy senders may pay more.
4. **Snapshot.** Email platforms change prices often. These figures were correct on October 31, 2026, and some will change within months.
5. **List price only.** Real buyers often pay less through promotions, nonprofit discounts or negotiated deals, and sometimes more through add-ons, extra seats, overages or onboarding fees.

04

SECTION 04

The price curve at a glance

Start with the whole market in one picture. The heatmap below shows the monthly price of the cheapest self-serve plan for all 20 platforms at all seven list sizes, sorted by price at 10,000 contacts. Darker cells cost more. Cells marked "sales" are list sizes where the vendor stops publishing a price.



Every price, every list size

Monthly cost of the cheapest self-serve plan (USD). Blank = contact sales. Sorted by price at 10,000 contacts.

	1k	2.5k	5k	10k	25k	50k	100k
Zoho Campaigns	$4	$11	$20	$31	$54	$87	$153
Mailjet	$19	$19	$40	$40	$112	$265	$499
EmailOctopus	$14	$20	$32	$44	$94	$178	$345
Brevo	$17	$25	$32	$46	$82	$249	$429
Benchmark Email	$14	$24	$39	$58	$115	$200	$377
Mailchimp	$17	$26	$44	$67	$166	$229	$442
Sender	$15	$27	$39	$69	$149	$259	$389
GetResponse	$19	$29	$54	$79	$174	$299	$539
Moosend	$16	$32	$48	$88	$160	$315	$624
MailerLite	$19	$33	$49	$89	$179	$319	$439
AWeber	$25	$35	$60	$100	$210	$375	$600
Constant Contact	$26	$43	$70	$104	$243	$374	sales
Campaign Monitor	$47	$47	$75	$117	$241	$397	sales
Omnisend	$20	$44	$81	$132	$282	$413	$900
beehiiv	$59	$79	$109	$139	$199	$299	$469
Kit	$39	$59	$89	$139	$199	$379	$679
ActiveCampaign	$15	$39	$79	$149	$391	$609	sales
Klaviyo	$30	$60	$100	$150	$400	$720	$1,380
Drip	$39	$39	$89	$154	$369	$699	$1,199
HubSpot	$18	$105	$184	$360	$888	$1,767	$3,526

Source: MySaaSJourney Email Marketing Price Curve 2027. Official pricing pages, viewed from India, Oct 31, 2026. INR converted at 94.955/USD.

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Figure 2. Monthly price of the cheapest self-serve plan for all 20 platforms at all seven list sizes.

Three things stand out straight away. First, the order barely changes at the top. Zoho Campaigns, EmailOctopus, Benchmark Email and Brevo stay in the cheapest group at nearly every size, and Mailjet joins them between 2,500 and 25,000 contacts. Second, the order changes a lot at the bottom. HubSpot is mid-table at 1,000 contacts and by far the most expensive from 2,500 onwards. Third, the blank cells cluster in one place: three platforms (ActiveCampaign, Campaign Monitor and Constant Contact) stop publishing prices at 100,000 contacts.

The market median at each size

The median is the middle platform when all 20 are lined up by price. It is the best single answer to "how much does email marketing cost at this list size," because one unusually cheap or expensive platform cannot move it much.

Contacts	Platforms with a price	Median	Middle 50% range	Cheapest	Priciest	Priciest vs cheapest
1,000	20	$19.00	$15.75 to $27.04	Zoho Campaigns, $4.42	beehiiv, $59.00	13.3x
2,500	20	$34.00	$26.04 to $44.75	Zoho Campaigns, $10.74	HubSpot, $105.42	9.8x
5,000	20	$57.00	$39.82 to $83.00	Zoho Campaigns, $19.59	HubSpot, $184.40	9.4x
10,000	20	$94.50	$64.50 to $139.00	Zoho Campaigns, $30.96	HubSpot, $360.28	11.6x
25,000	20	$189.00	$140.40 to $252.95	Zoho Campaigns, $54.34	HubSpot, $887.89	16.3x
50,000	20	$317.00	$256.50 to $401.00	Zoho Campaigns, $87.20	HubSpot, $1,767.26	20.3x
100,000	17	$499.00	$429.00 to $679.00	Zoho Campaigns, $152.91	HubSpot, $3,525.99	23.1x

The "middle 50% range" is where half of the platforms sit, between the 25th and 75th percentile. It is a useful sanity check on a quote: if a platform charges well above the top of that range for your list size, it is pricing itself as a premium product, and you should know what the premium buys you.

Two platforms sit at the extremes of almost every row, so it is worth checking how much they move the picture. Excluding HubSpot, the median at 10,000 contacts drops from $94.50 to $89 and at 100,000 contacts from $499 to $484. The median is stable. The averages are not: the mean price at 100,000 contacts is $764, more than 50% above the median, largely because of HubSpot's $3,526. That is why we report medians throughout.

Twenty curves side by side

A single median hides the shape of each platform's pricing. The small multiples below show each platform's own curve (navy) against the market median (gray), on the same logarithmic scale, ordered from cheapest to most expensive at the top end.

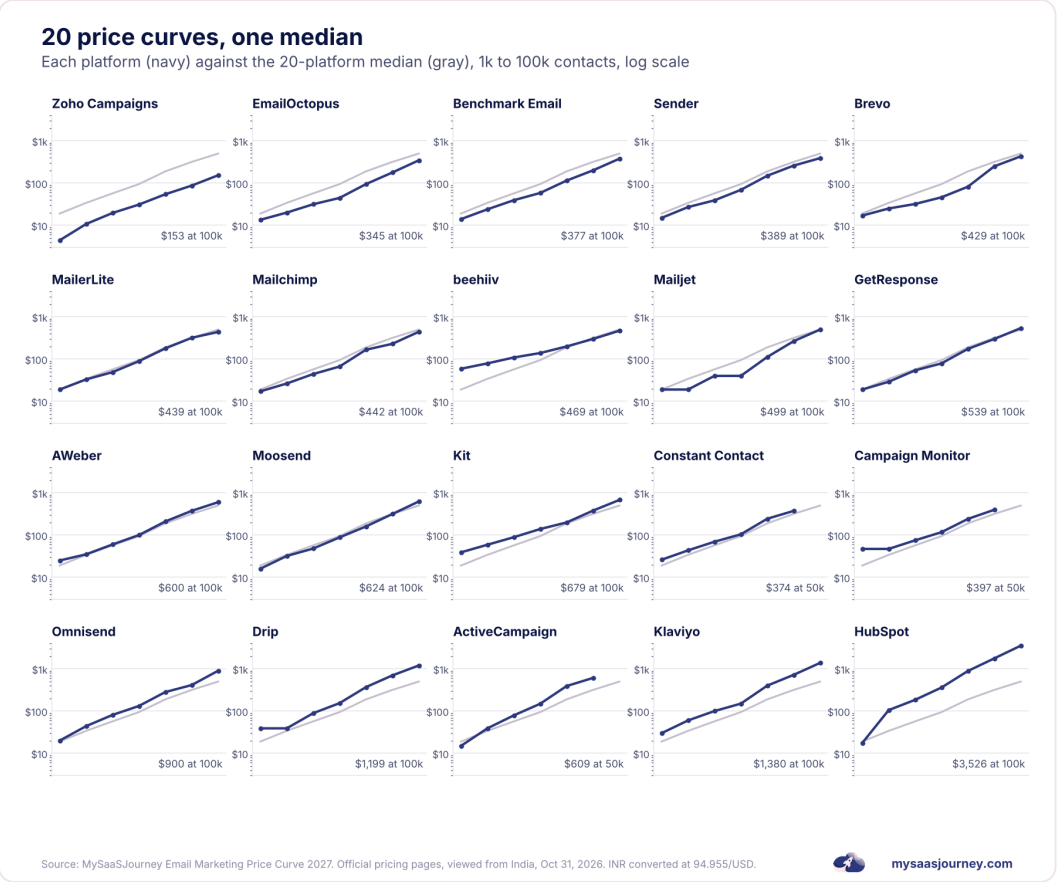

Figure 3. Each platform's price curve against the 20-platform median.

The shapes fall into four broad groups:

- **Below the median all the way:** Zoho Campaigns, EmailOctopus, Benchmark Email and Sender sit under the gray line at every size. Their curves have the same slope as the market, just lower.
- **Flat start, steep finish:** Brevo and Mailjet are among the cheapest platforms up to 25,000 contacts, then climb sharply as their plan structure forces a switch to a higher tier. Brevo's price triples between 25,000 and 50,000 contacts.
- **Expensive start, gentle slope:** beehiiv and Kit are among the priciest at 1,000 contacts but rise much more slowly than everyone else. beehiiv's price grows only 7.9x across a 100x bigger list, the gentlest slope in the study.
- **Steeper than the market:** Klaviyo, Omnisend and Drip start above the median and HubSpot just below it, and all four pull further away as the list grows, HubSpot most of all.

The spread widens with scale

The last chart in this section plots every platform's price at every size as a dot, with the median as a line. The number above each column is the priciest platform's price as a multiple of the cheapest.



Figure 4. Every platform's price at every list size, with the priciest-to-cheapest multiple above each column.

The spread narrows a little in the middle (9.4x at 5,000 contacts) and then widens steadily to 23.1x at 100,000. In plain terms, at small list sizes the choice of platform changes your bill by tens of dollars a month. At large list sizes it changes your bill by hundreds or thousands. At 100,000 contacts the gap between the cheapest platform ($152.91) and the median ($499) alone is about $346 a month, or more than $4,100 a year, before you even look at the expensive end.

This is the central lesson of the curve: **price matters more the bigger you get**, and the platforms that look similar at 1,000 contacts can be very far apart by the time you reach 50,000.

05

SECTION 05

Cost at each list size

Most buyers want a simpler answer than a curve: "I have this many contacts, what will I pay, and who is cheapest?" This section walks through each list size in turn, then looks at how the rankings shift as a list grows.

1,000 contacts: almost everyone is affordable

At 1,000 contacts, 13 of the 20 platforms cost $20 a month or less and 19 cost $50 or less. The median is $19. The cheapest are Zoho Campaigns ($4.42), EmailOctopus ($13.50), Benchmark Email ($14.01), ActiveCampaign ($15, billed yearly) and Sender ($15). The most expensive are beehiiv ($59), Campaign Monitor ($47) and a tie between Drip and Kit ($39).

At this size, price differences are small in absolute terms. The gap between the median and the most expensive platform is $40 a month. If a $59 platform suits you much better than a $19 one, the price difference is unlikely to be the deciding factor. Several platforms also offer a free plan at this size, which we cover later.

One caution: ActiveCampaign's $15 is a yearly-billed price. It is the only platform that does not show a monthly-billing price, so its position at the cheap end partly reflects that.

2,500 and 5,000 contacts: the first sorting

At 2,500 contacts the median rises to $34 and only 3 platforms stay at $20 or less: Zoho Campaigns ($10.74), Mailjet ($19) and EmailOctopus ($20). HubSpot Marketing Hub Starter jumps from $17.59 to $105.42, because its Starter seat includes only 1,000 marketing contacts and each additional block is priced separately. That one step takes it from 9th cheapest to most expensive.

At 5,000 contacts the median reaches $57. The cheapest are Zoho Campaigns ($19.59), EmailOctopus ($31.50), Brevo ($32), Sender ($39) and Benchmark Email ($39.28). Nine platforms cost $50 or less and 18 cost $100 or less. The most expensive are HubSpot ($184.40), beehiiv ($109) and Klaviyo ($100).

10,000 contacts: the most common decision point

Ten thousand contacts is where many businesses first look hard at their email bill, so it gets its own chart.

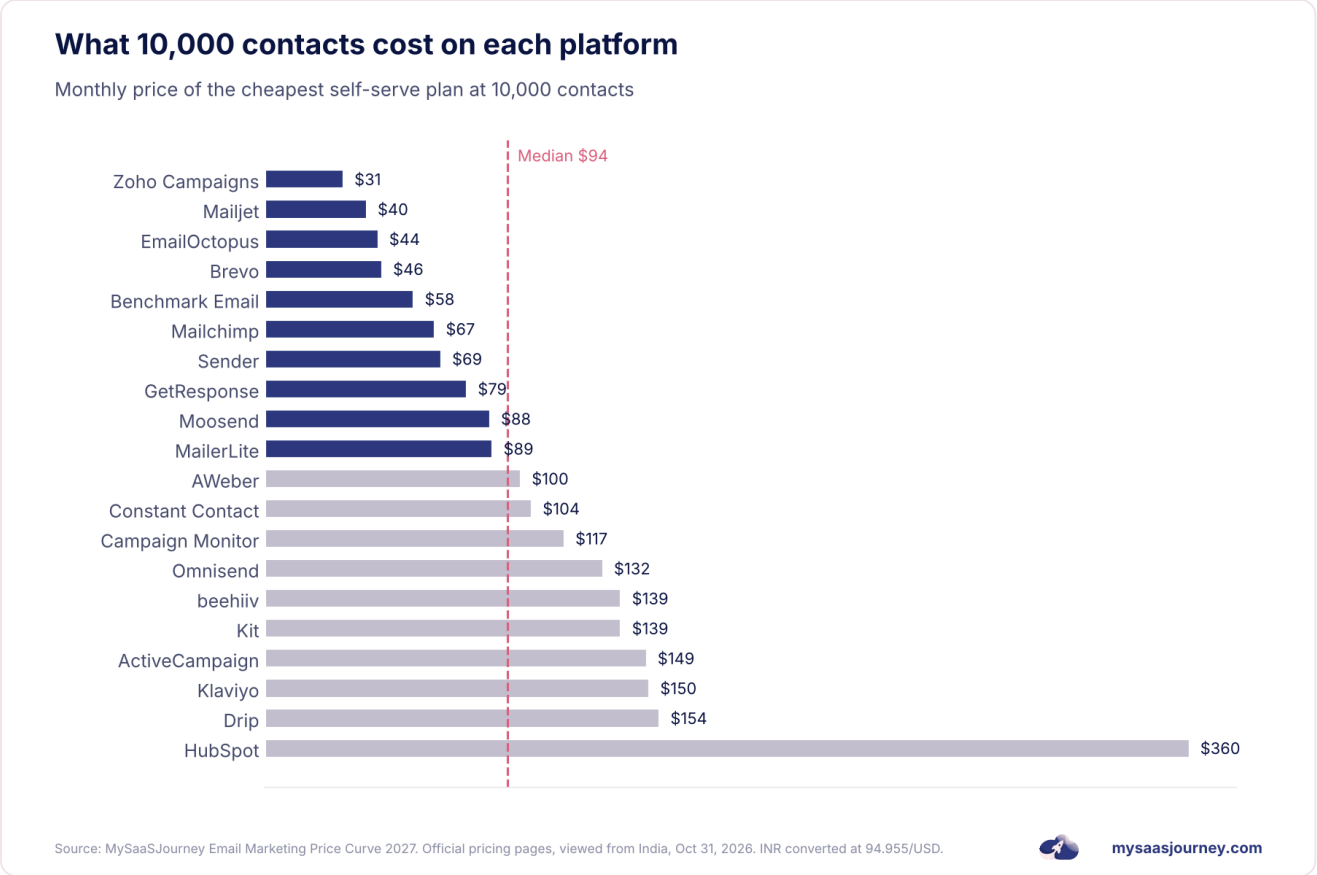

Figure 5. Monthly price at 10,000 contacts, ranked.

The median is $94.50. Eleven platforms cost $100 or less, and only four cost $50 or less: Zoho Campaigns ($30.96), Mailjet ($40), EmailOctopus ($44.50) and Brevo ($46). Mailjet looks especially good here, because its Essential plan covers 40,000 emails a month (our four-emails-per-contact assumption) at the same price as at 5,000 contacts. The middle of the market, from Benchmark Email ($58.34) to AWeber ($100), is tightly packed. Above that, prices spread out: Constant Contact ($104.26), Campaign Monitor ($117), Omnisend ($132), beehiiv and Kit ($139), ActiveCampaign ($149), Klaviyo ($150), Drip ($154) and HubSpot ($360.28).

Put differently, at 10,000 contacts the cheapest quarter of the market costs under $65 a month and the most expensive quarter costs over $139. For the same list, that is under $775 a year versus about $1,670 or more.

25,000 contacts: after the cliff

At 25,000 contacts the median doubles to $189. No platform costs $50 or less, and only three cost $100 or less: Zoho Campaigns ($54.34), Brevo ($82) and EmailOctopus ($94.50). Twelve of 20 cost $200 or less. The top end is now clearly separated: HubSpot ($887.89), Klaviyo ($400), ActiveCampaign ($391) and Drip ($369).

This is the size where Kit and beehiiv, both expensive at the start, become competitive. Each costs $199, close to the median, because their prices grow much more slowly than the rest of the market.

50,000 contacts: the gap widens

At 50,000 contacts the median is $317. Only Zoho Campaigns ($87.20) stays under $100. EmailOctopus ($178) and Benchmark Email ($199.78) are the other two at $200 or less, followed by Mailchimp Essentials ($229.49), Brevo ($249, now on its Standard plan), Sender ($259) and Mailjet ($265, on Premium). Sixteen

platforms cost $500 or less. HubSpot ($1,767.26), Klaviyo ($720) and Drip ($699) are the most expensive.

Mailchimp's position here is a direct result of collecting from India: its Essentials price at 50,000 contacts was $229.49, against a published US price of $385. A US buyer would see Mailchimp much closer to the median.

100,000 contacts: three platforms go quiet

At 100,000 contacts, 17 platforms still publish a price. ActiveCampaign, Campaign Monitor and Constant Contact do not. The median is $499. Only Zoho Campaigns ($152.91) is under $200, and nine of 17 cost $500 or less. The cheapest group is Zoho Campaigns, EmailOctopus ($345), Benchmark Email ($377.34), Sender ($389), Brevo ($429), MailerLite ($439), Mailchimp Standard ($441.77) and beehiiv ($469). The most expensive are HubSpot ($3,525.99), Klaviyo ($1,380) and Drip ($1,199).

At the median, 100,000 contacts costs about half a cent per contact per month. At HubSpot it costs about 3.5 cents.

How rankings shift as a list grows

The table below shows each platform's price rank at three sizes (1 is cheapest; tied prices share a rank).

Platform	Rank at 1,000	Rank at 10,000	Rank at 100,000
Zoho Campaigns	1	1	1 of 17
EmailOctopus	2	3	2 of 17
Benchmark Email	3	5	3 of 17
Sender	4 (tie)	7	4 of 17
ActiveCampaign	4 (tie)	17	Contact sales
Moosend	6	9	12 of 17
Brevo	7	4	5 of 17
Mailchimp	8	6	7 of 17
HubSpot Marketing Hub	9	20	17 of 17
Mailjet	10 (tie)	2	9 of 17
MailerLite	10 (tie)	10	6 of 17
GetResponse	10 (tie)	8	10 of 17
Omnisend	13	14	14 of 17
AWeber	14	11	11 of 17
Constant Contact	15	12	Contact sales
Klaviyo	16	18	16 of 17
Drip	17 (tie)	19	15 of 17
Kit	17 (tie)	15 (tie)	13 of 17
Campaign Monitor	19	13	Contact sales
beehiiv	20	15 (tie)	8 of 17

The slope chart shows the same thing for the 17 platforms that publish prices at both 1,000 and 100,000 contacts. Ranks in the chart are recomputed among those 17 platforms, so they differ slightly from the table. Pink lines fall four or more places as the list grows. Purple lines rise four or more places.

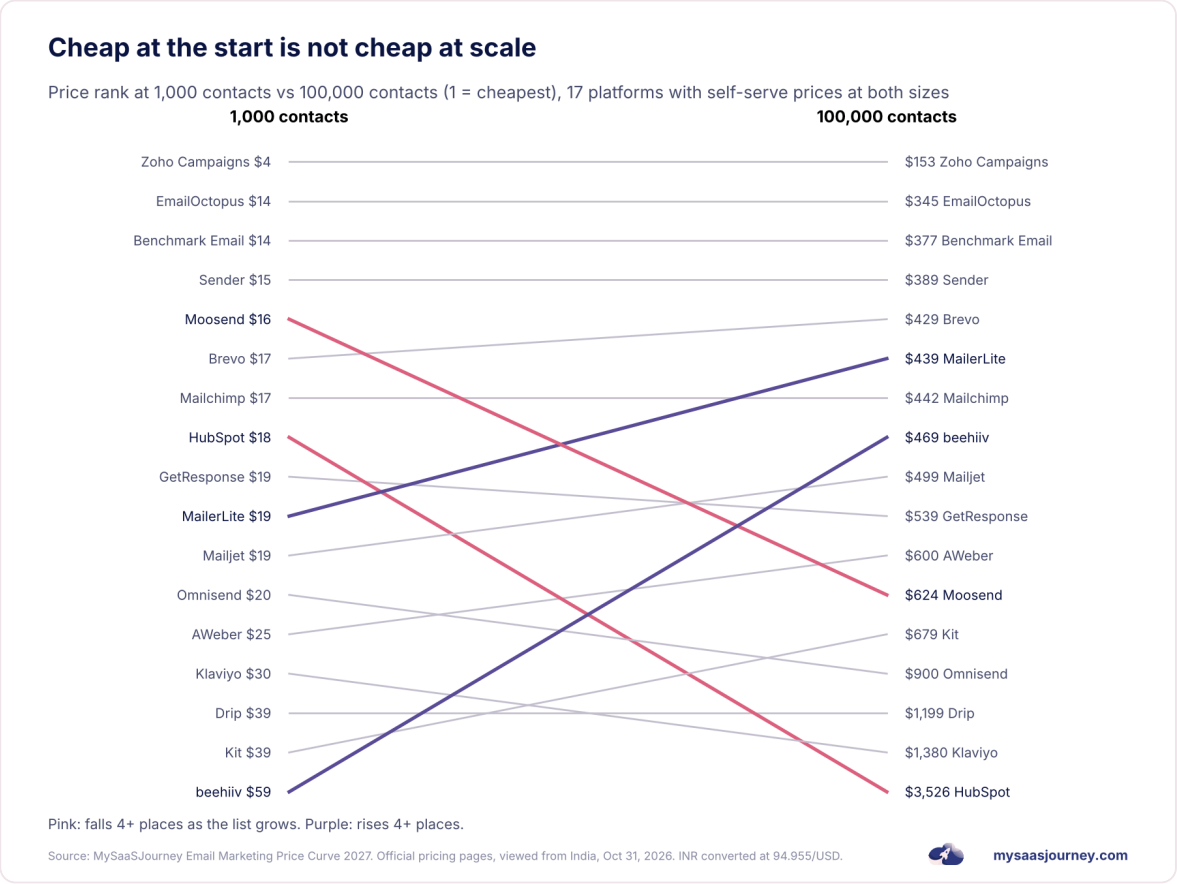

Figure 6. Price rank at 1,000 contacts vs 100,000 contacts for the 17 platforms with prices at both sizes.

The biggest movers:

- **HubSpot** falls from 9th to last. Its entry seat is cheap, but marketing contacts are expensive.
- **Moosend** falls from 6th to 12th. It is cheap for small lists and close to average at scale.
- **ActiveCampaign** falls from 4th to 17th by 10,000 contacts, and publishes no price at 100,000.
- **beehiiv** rises from last to 8th. It is the priciest option for a 1,000-subscriber newsletter and one of the cheaper ones at 100,000.
- **MailerLite** rises from 10th to 6th, because its price grows more slowly than average above 25,000 subscribers. Kit makes a similar four-place climb in the table, from 17th to 13th.

The practical takeaway: **rank platforms at the list size you expect to reach, not the one you have.** The cheapest option today can easily be a mid-table or expensive option in two years.

06

SECTION 06

How prices scale

The previous section answered "what does it cost at my size." This one answers "what happens to my bill as I grow." We look at it three ways: the cost per 1,000 contacts, the total growth multiple from 1,000 to 100,000 contacts, and the size of each step along the way.

Every extra subscriber gets cheaper

Email marketing has strong volume discounts built in. The median monthly cost per 1,000 contacts falls at every step:



Figure 7. Median monthly cost per 1,000 contacts at each list size.

Contacts	Median cost per 1,000 contacts per month	Median cost per contact per month
1,000	$19.00	1.9 cents
2,500	$13.60	1.4 cents
5,000	$11.40	1.1 cents
10,000	$9.45	0.9 cents
25,000	$7.56	0.8 cents
50,000	$6.34	0.6 cents
100,000	$4.99	0.5 cents

The unit price at 100,000 contacts is about a quarter of the unit price at 1,000. That is good news for growing businesses, and it is also why the starting price on a pricing page tells you so little. A vendor can set a low entry price and a slow volume discount, or a high entry price and a fast one, and end up in very different places at scale.

At 100,000 contacts, the cost per contact per month ranges from 0.15 cents (Zoho Campaigns) to 3.5 cents (HubSpot). Most platforms land between 0.35 and 0.7 cents.

How much the bill grows from 1,000 to 100,000 contacts

The growth multiple divides each platform's price at 100,000 contacts by its price at 1,000. A list 100 times bigger produces a bill 26.3 times bigger on the median platform.

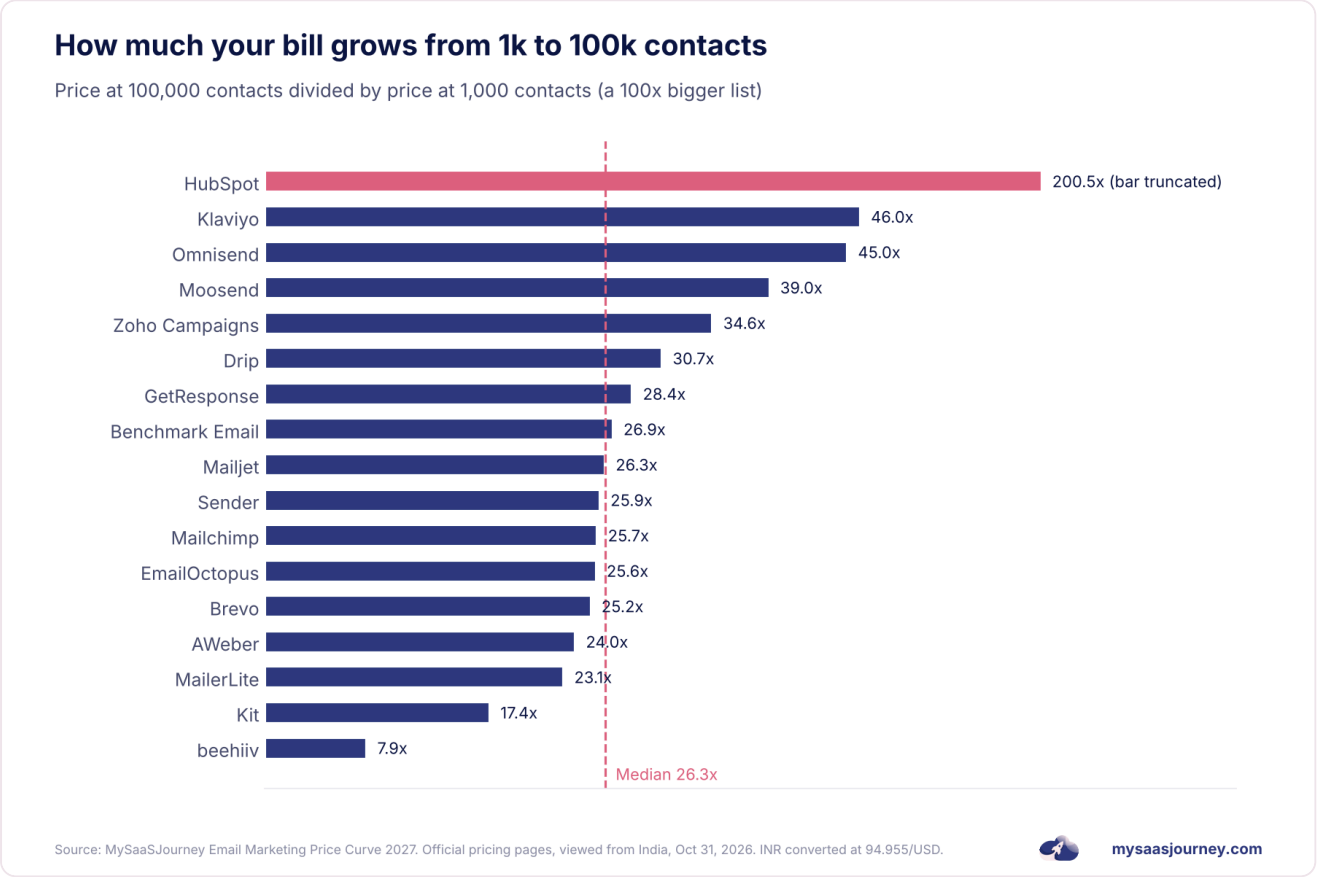

Figure 8. Price at 100,000 contacts divided by price at 1,000 contacts, by platform.

Platform	Price at 1,000	Price at 100,000	Multiple
beehiiv	$59.00	$469.00	7.9x
Kit	$39.00	$679.00	17.4x
MailerLite	$19.00	$439.00	23.1x
AWeber	$25.00	$600.00	24.0x
Brevo	$17.00	$429.00	25.2x
EmailOctopus	$13.50	$345.00	25.6x
Mailchimp	$17.21	$441.77	25.7x

Platform	Price at 1,000	Price at 100,000	Multiple
Sender	$15.00	$389.00	25.9x
Mailjet	$19.00	$499.00	26.3x
Benchmark Email	$14.01	$377.34	26.9x
GetResponse	$19.00	$539.01	28.4x
Drip	$39.00	$1,199.00	30.7x
Zoho Campaigns	$4.42	$152.91	34.6x
Moosend	$16.00	$624.00	39.0x
Omnisend	$20.00	$900.00	45.0x
Klaviyo	$30.00	$1,380.00	46.0x
HubSpot Marketing Hub Starter	$17.59	$3,525.99	200.5x

A striking cluster sits in the middle. Nine platforms, from MailerLite to GetResponse, have multiples between 23x and 29x. That looks like a market norm: for a 100x bigger list, expect to pay roughly 25x more. Platforms well outside that band have made a deliberate pricing choice:

- **Low multiples (beehiiv, Kit)** come from high entry prices. Both charge more than most competitors for a small list and less than many for a large one. That suits a creator who expects fast growth.
- **High multiples (Moosend, Omnisend, Klaviyo)** come from low entry prices and a steep climb. Klaviyo's price per profile falls more slowly than most, from $30 per 1,000 profiles to $13.80, so a 100x bigger list costs 46x more.
- **HubSpot** is a different kind of product. Its Starter seat includes 1,000 marketing contacts, and every additional contact block costs more than most email-only tools charge for the whole plan. At 100,000 contacts the Starter plan costs over $3,500 a month.

For the 10x step from 1,000 to 10,000 contacts, the median multiple is 4.1x. Mailjet (2.1x), beehiiv (2.4x) and Campaign Monitor (2.5x) grow most slowly over that range. HubSpot (20.5x) and ActiveCampaign (9.9x) grow fastest.

The 10,000 to 25,000 cliff

The chart below shows the median price increase at each step of our list sizes.

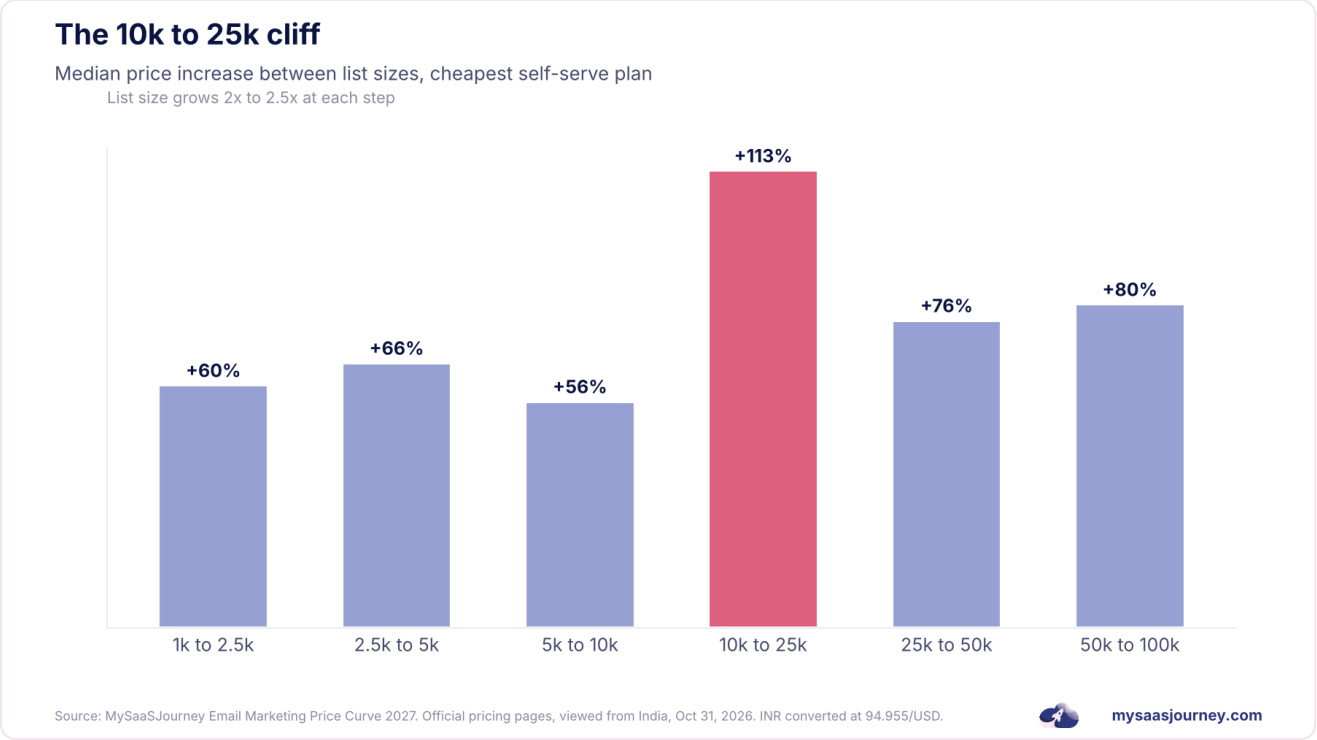

Figure 9. Median price increase between adjacent list sizes.

Step	List grows by	Median price increase
1,000 to 2,500	2.5x	+60%
2,500 to 5,000	2x	+65.5%
5,000 to 10,000	2x	+56%
10,000 to 25,000	2.5x	+113%
25,000 to 50,000	2x	+76%
50,000 to 100,000	2x	+80%

The steps are not all the same size, so compare like with like. Two steps grow the list by 2.5x: 1,000 to 2,500, and 10,000 to 25,000. The first raises the median price by 60%. The second raises it by 113%, nearly twice as much, for exactly the same proportional growth. The 2x steps tell a similar story: increases of 56% to 66% below 10,000 contacts, and 76% to 80% above 25,000.

In other words, **volume discounts weaken above 10,000 contacts.** Below that size, doubling your list raises the bill by a bit over half. Above it, doubling your list raises the bill by around three quarters. The unit price still falls, but more slowly.

The biggest single jumps

These are the largest percentage increases between two adjacent list sizes for any platform:

Platform	Step	Increase	Extra per month
HubSpot Marketing Hub Starter	1,000 to 2,500	+499%	+$87.83
Brevo	25,000 to 50,000	+204%	+$167.00

Platform	Step	Increase	Extra per month
Mailjet	10,000 to 25,000	+180%	+$72.00
Klaviyo	10,000 to 25,000	+167%	+$250.00
ActiveCampaign	10,000 to 25,000	+162%	+$242.00
ActiveCampaign	1,000 to 2,500	+160%	+$24.00
Mailchimp	10,000 to 25,000	+150%	+$99.83
HubSpot Marketing Hub Starter	10,000 to 25,000	+146%	+$527.61

Five of the eight largest jumps happen at the 10,000 to 25,000 step. Mailjet's jump there, like Brevo's jump from 25,000 to 50,000, is caused by plan structure rather than per-contact pricing: the cheaper plan stops covering the volume, and the buyer has to move up. If you are on Brevo Starter or Mailjet Essential and growing, check where your plan ends before you get there.

Where the price does not move at all

A few steps are completely flat, because the vendor prices in bands wide enough to cover two of our sizes:

- **Campaign Monitor** charges the same ($47) for 1,000 and 2,500 contacts.
- **Drip** charges $39 for anyone up to 2,500 people.
- **Mailjet** charges the same for 1,000 and 2,500 contacts ($19), and again for 5,000 and 10,000 contacts ($40), under our four-emails-per-contact assumption.

If you sit just above a band edge, these platforms can be surprisingly cheap. If you are about to cross one, expect a jump.

07

SECTION 07

Entry plans vs automation plans: the cost of upgrading

Entry plans are where most buyers start, but they are not where most growing businesses stay. The next plan up usually adds the features that make email marketing pay for itself: multi-step automations, segmentation, A/B testing, more users, and removal of vendor branding. So the second price curve that matters is the upgrade curve.

15 of our 20 platforms sell a mid plan. Here is what it costs at each list size, in US dollars per month (monthly billing unless noted).

Platform and mid plan	1,000	2,500	5,000	10,000	25,000	50,000	100,000
Zoho Campaigns Professional	$7	$18	$33	$51	$91	$145	$254
Sender Professional	$20	$44	$79	$127	$280	$460	$860
Mailjet Premium	$29	$29	$59	$59	$112	$265	$499
Mailchimp Standard	$30	$44	$67	$87	$195	$264	$442
Brevo Standard	$35	$49	$69	$89	$139	$249	$429
MailerLite Power	$39	$49	$69	$129	$239	$389	$489
AWeber Plus	$45	$55	$90	$135	$250	$400	$750
Constant Contact Standard	$48	$65	$96	$139	$269	$400	Sales
ActiveCampaign Plus (yearly)	$49	$95	$145	$189	$389	$609	Sales
GetResponse Marketer	$59	$69	$95	$114	$215	$359	$599
Omnisend Pro	$59	$59	$90	$150	$400	$715	$1,334
Campaign Monitor Essentials	$74	$74	$117	$182	$429	$644	Sales
Kit Pro	$79	$99	$139	$189	$279	$519	$879
beehiiv Pro	$109	$149	$199	$239	$349	$469	$699
HubSpot Marketing Hub Professional	$781	$1,002	$1,002	$1,222	$1,860	$2,806	Not shown

Prices are rounded to the nearest dollar. The exact figures are in the dataset.

The premium shrinks as you grow

We divided each mid plan price by the same platform's entry plan price at the same size. The median premium falls from 85% at 1,000 contacts to 38.5% at 100,000.

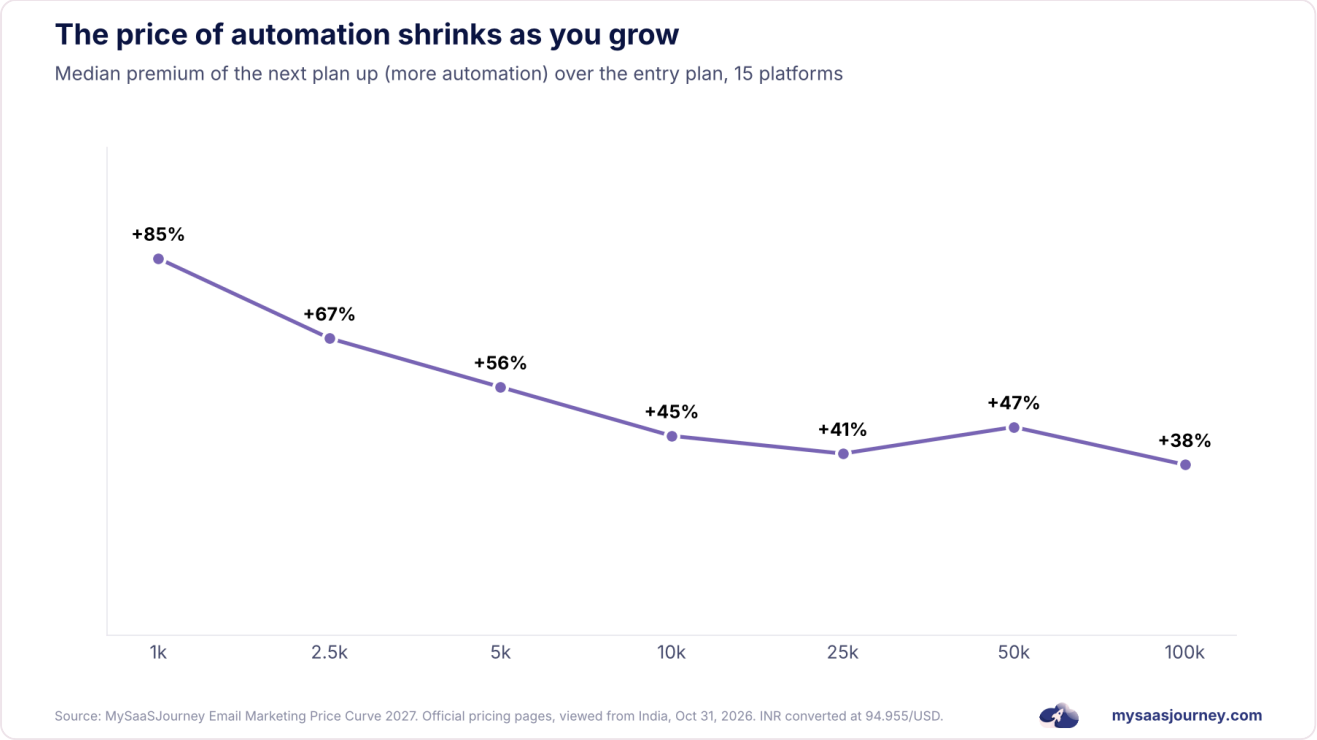

Figure 10. Median premium of the mid plan over the entry plan, by list size.

Contacts	Median upgrade premium
1,000	+85%
2,500	+67%
5,000	+56%
10,000	+45%
25,000	+41%
50,000	+47%
100,000	+38.5%

This has a practical consequence. **At small list sizes, upgrading nearly doubles your bill; at large sizes it adds well under half.** For a business with 1,000 contacts, the median upgrade costs around $20 to $25 more a month, which is a lot relative to the bill but small in absolute terms. At 10,000 contacts the same upgrade adds roughly 45%, and at that size automation is usually what drives revenue from the list. If you need automation, the case for the mid plan gets stronger as you grow, not weaker.

The slight rise at 50,000 contacts is mostly a change in which platforms are compared. ActiveCampaign (whose Plus plan was listed just below Starter at 25,000) and Brevo drop out of the comparison at 50,000, because their cheapest curve has already switched to the mid plan. Omnisend is the only platform whose premium rises sharply at that size, from 42% to 73%; most others fall.

Platform by platform

The premium varies a lot between vendors:

Platform	Premium at 1,000	Premium at 10,000	Premium at 100,000
Sender	+33%	+84%	+121%
Mailjet	+53%	+48%	Not comparable
Campaign Monitor	+57%	+56%	Sales
Zoho Campaigns	+64%	+64%	+66%
Mailchimp	+73%	+31%	Not comparable
AWeber	+80%	+35%	+25%
Constant Contact	+83%	+33%	Sales
beehiiv	+85%	+72%	+49%
Kit	+103%	+36%	+29%
MailerLite	+105%	+45%	+11%
Brevo	+106%	+93%	Not comparable
Omnisend	+195%	+14%	+48%
GetResponse	+211%	+44%	+11%
ActiveCampaign	+227%	+27%	Sales
HubSpot	+4,342%	+239%	Not shown

"Not comparable" means the cheapest self-serve curve has already switched to the mid plan at that size, so there is no separate entry price to compare against.

A few patterns are worth calling out:

- **Sender is the only platform where the upgrade gets relatively more expensive with scale.** Its Professional plan costs 33% more than Standard at 1,000 contacts and 121% more at 100,000.
- **Zoho Campaigns keeps a fixed ratio.** Professional costs about 64% to 69% more than Standard at every size we checked.
- **GetResponse, MailerLite and Omnisend have the steepest drop.** Each charges two to three times the entry price for its mid plan at 1,000 contacts, but only 11% to 48% more at 100,000. For these platforms, the mid plan is a much better deal for large lists than for small ones.
- **ActiveCampaign** charges more than three times its Starter price for Plus at 1,000 contacts, but only 27% more at 10,000. At 25,000 contacts, Plus ($389) is actually listed slightly below Starter ($391).

HubSpot Professional is a different purchase

HubSpot Marketing Hub Professional deserves its own note, because it would distort every comparison above. It includes three core seats and 2,000 marketing contacts, starts at about $781 a month as shown in India, and requires a one-time onboarding fee of 250,000 rupees (about $2,633 at our exchange rate). HubSpot's own page estimated the cost to get started at 324,200 rupees. It is a marketing automation and CRM suite priced for teams, not an email newsletter tool, and buyers comparing it with Mailchimp or MailerLite should treat it as a separate category.

We could not record a HubSpot Professional price at 100,000 contacts. When we entered that size, the calculator returned 85,000 additional contacts instead of 98,000, so we marked that point as not shown rather than guess.

08

SECTION 08

Pricing models: what you are actually paying for

Two platforms can quote the same price for "10,000 contacts" and still bill you very differently, depending on what counts as a contact, whether sends are capped, and what happens when you go over. This section covers the fine print that sits behind the curve.

Five ways to meter the price

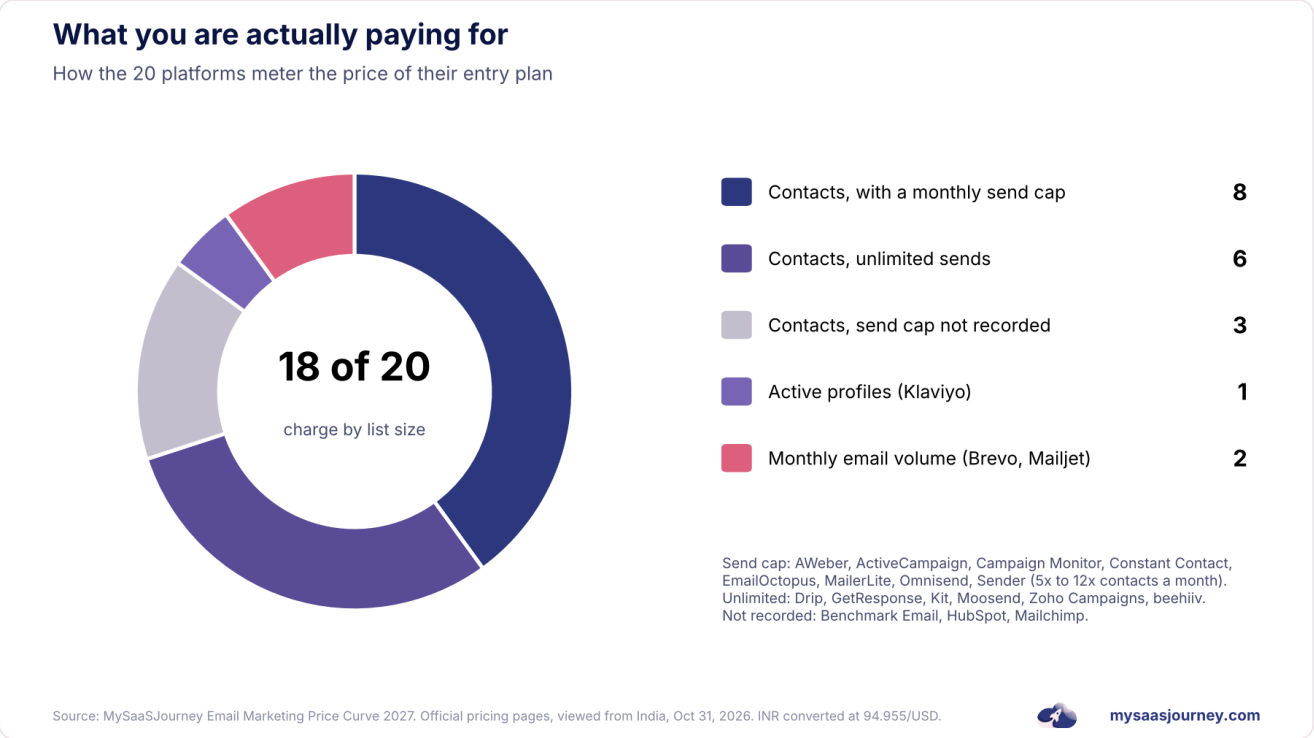

Figure 11. How the 20 platforms meter the price of their entry plan.

- **Contacts with a send cap (8 platforms).** You pay for list size, and each plan also limits how many emails you can send a month, usually a multiple of your contacts. Campaign Monitor Lite allows 5x your subscribers; AWeber Lite, ActiveCampaign, Constant Contact Lite, EmailOctopus and MailerLite Comfort allow around 10x; Omnisend and Sender allow 12x. For most businesses that is a weekly or twice-weekly newsletter, which is plenty. Heavy senders should check it.
- **Contacts with unlimited sends (6 platforms).** Drip, GetResponse, Kit, Moosend, Zoho Campaigns (paid plans) and beehiiv charge for list size only. You can email your list as often as you like. Kit states there are no sending limits on any plan.
- **Contacts, send cap not recorded (3 platforms).** Benchmark Email, HubSpot and Mailchimp also price by contacts, but we did not record their send allowances in this study.
- **Active profiles (Klaviyo).** Klaviyo bills on "active profiles," meaning people you can email. Suppressed and unsubscribed profiles are not billed.

- **Email volume (Brevo and Mailjet).** You pay for how many emails you send each month, not how many contacts you store. Brevo's free plan, for example, lets you store up to 100,000 contacts while sending 300 emails a day.

The email-volume model is the one most likely to surprise in either direction. If you send one newsletter a month to a large list, Brevo and Mailjet can be far cheaper than our curve suggests, because we assumed four emails per contact per month. If you send daily, they can be far more expensive. Every other platform's price stays the same however often you send, within its send cap.

Do unsubscribed contacts count?

This is the single most important piece of fine print for a long-running list. Every list accumulates unsubscribes, bounces and inactive contacts. If those count toward your billing tier, your effective price is higher than the curve shows, and it keeps rising unless you clean your list.

Policy	Platforms
Unsubscribed contacts count toward billing	Mailchimp (unsubscribed and non-subscribed contacts count); ActiveCampaign (all contacts, including unsubscribed and bounced, for accounts created from November 3, 2025)
Unsubscribed contacts do not count	Klaviyo, Kit, MailerLite, Omnisend, Sender, EmailOctopus, beehiiv, Benchmark Email, Constant Contact
Not clearly stated in official sources	AWeber, Brevo, Campaign Monitor, Drip, GetResponse, HubSpot, Mailjet, Moosend, Zoho Campaigns

A few details matter here. ActiveCampaign's change applies only to new accounts; older accounts are still billed on active contacts. Omnisend does not bill unsubscribed contacts, but it does bill "non-subscribers" (contacts who never opted in to marketing). Constant Contact bills on active email contacts, and its knowledge base lists unsubscribed contacts as inactive, so we classified it as "does not count." Drip and Zoho Campaigns do not bill inactive or bounced contacts respectively, but neither says clearly how unsubscribes are treated. GetResponse bills on the higher of your peak active subscribers or the contacts added during the month.

In practice, on Mailchimp or a new ActiveCampaign account, a list with 10,000 active subscribers and 3,000 unsubscribes is billed as 13,000 contacts. Unless you delete or archive old contacts regularly, your real price on those platforms sits above the curve in this report.

What happens when you go over

We recorded each platform's official policy for exceeding a contact or send limit. They fall into five groups:

1. **Automatic upgrade to the next tier.** Kit, MailerLite (monthly plans), Klaviyo (at the next billing cycle), Constant Contact (for contacts), EmailOctopus, Drip (High Volume plans), Zoho Campaigns (if auto-upgrade is on) and Sender (at renewal, if auto-renewal is on) move you up a tier when your list grows past your plan. This is convenient, but it means your bill rises without a decision on your part.
2. **Per-email overage fees.** ActiveCampaign charges $0.005 per email over your send limit and switches sending off at three times the limit until the next month. Constant Contact charges $0.002 for every send over the allowance. Mailjet bills extra emails at a per-1,000 rate that depends on your plan. Klaviyo offers "flexible overages" to buy extra sends until the next cycle.

3. **Sending blocked until you upgrade.** Sender (without auto-renewal), Omnisend's Standard plan (when email credits run out), Benchmark Email (accounts cannot exceed plan contacts), beehiiv and Moosend require you to upgrade before you can keep sending. Free plans on Mailchimp, Klaviyo and MailerLite pause or lock sending rather than charge you.
4. **Recurring penalty fees.** GetResponse charges a "list extension fee" when you go over your list size, and it recurs every billing cycle until you remove the excess contacts.
5. **Lock-in.** HubSpot states that once you select a contact tier, you cannot downgrade it until your contract renews.

None of these policies are hidden, but few buyers read them before signing up. The most expensive surprises in email marketing tend to come from this list, not from the headline price.

Add-ons, seats and onboarding

The curve also leaves out costs that some platforms add on top:

- **HubSpot Marketing Hub Professional** requires a one-time onboarding fee (250,000 rupees in India, about $2,633).
- **HubSpot Starter** prices seats separately from marketing contacts. Our curve assumes one seat.
- **Omnisend** removed SMS from its Pro plan for new subscribers on May 4, 2026, so SMS is now a separate cost there.
- **Klaviyo** sells SMS as a separate add-on to its Email plan.

For a single marketer sending email only, our curve is close to the real bill. For a team, or for anyone combining email with SMS, the true cost can be noticeably higher.

09

SECTION 09

Free plans and the true starting price

For a new business, the real first price of email marketing is often zero. 14 of our 20 platforms list a free plan on their pricing page (counting HubSpot's free tools). But free plans vary enormously in how far they take you, and the step from free to paid can be steep.

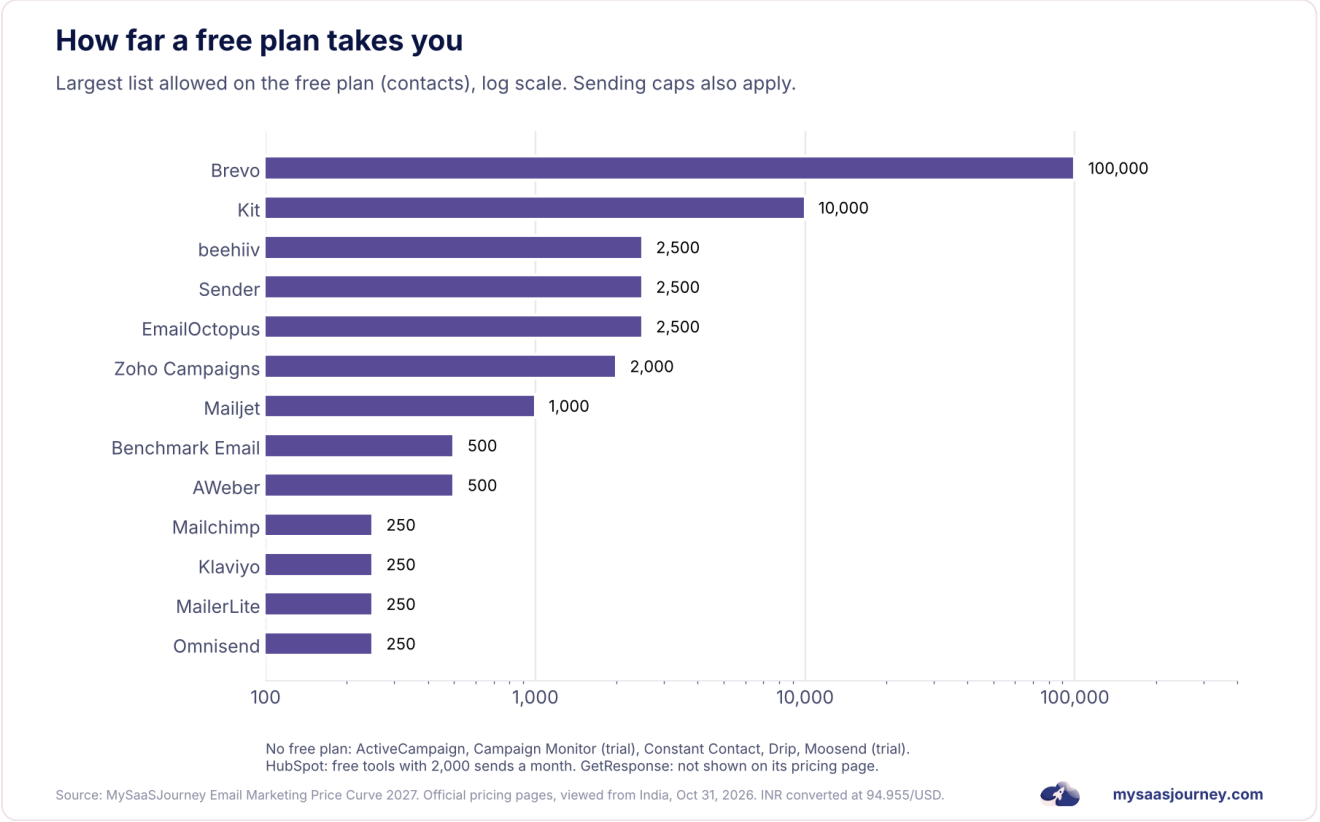

Figure 12. Largest list allowed on each free plan (log scale).

Platform	Free plan contacts	Free plan sending limit
Brevo	100,000	300 emails a day
Kit	10,000 subscribers	No sending limits stated
Sender	2,500 subscribers	15,000 emails a month
EmailOctopus	2,500 subscribers	10,000 emails a month
beehiiv	2,500 subscribers	Unlimited sends
Zoho Campaigns	2,000	6,000 emails a month
Mailjet	1,000	6,000 emails a month (200 a day)
AWeber	500 subscribers	3,000 emails a month
Benchmark Email	500	1,000 emails a month

Platform	Free plan contacts	Free plan sending limit
Mailchimp	250	500 emails a month (250 a day)
Klaviyo	250 profiles	500 emails a month
MailerLite	250 subscribers	2,500 emails a month
Omnisend	250	500 emails a month
HubSpot	Free CRM tools (marketing contacts not sold on free)	2,000 email sends a month, with HubSpot branding

Six platforms do not list a free plan: ActiveCampaign, Campaign Monitor (30-day trial), Constant Contact, Drip (14-day trial), Moosend (30-day trial) and GetResponse. GetResponse's help center describes a free account, but its pricing page does not show one and the limits are not stated, so we counted it as not listed.

Three tiers of free

The free plans group naturally:

- **Genuinely large: Brevo and Kit.** Brevo lets you store up to 100,000 contacts free, but caps sending at 300 emails a day, about 9,000 a month. That is enough for a monthly newsletter to around 9,000 people. Kit allows 10,000 subscribers free, which is enough for most new creators to run for a year or more, though more advanced features sit on paid plans.
- **Useful for a small list: Sender, EmailOctopus, beehiiv, Zoho Campaigns and Mailjet.** These cover 1,000 to 2,500 contacts with sending limits that support a weekly newsletter. A small business or side project can stay free for a long time.
- **Trial-sized: AWeber, Benchmark Email, Mailchimp, Klaviyo, MailerLite and Omnisend.** At 250 to 500 contacts, these free plans are a way to try the product. Mailchimp's free plan in particular allows 250 contacts and 500 emails a month, which most businesses will outgrow within weeks.

The free-to-paid jump

The free limit matters less than what happens after it. Here is the price of each platform's cheapest paid plan at the first list size in our study at or above the free limit:

Platform	Free up to	First paid price at the next studied size
Kit	10,000	$139 a month at 10,000 (Creator plan)
Sender	2,500	$27 a month at 2,500 (Standard)
EmailOctopus	2,500	$20 a month at 2,500 (Pro)
beehiiv	2,500	$79 a month at 2,500 (Lite)
Zoho Campaigns	2,000	$10.74 a month at 2,500 (Standard)
Mailjet	1,000	$19 a month at 1,000 (Essential; the $9 Starter plan is cheaper at this size)
AWeber	500	$25 a month at 1,000 (Lite)
Mailchimp	250	$17.21 a month at 1,000 (Essentials)
MailerLite	250	$19 a month at 1,000 (Comfort)

Platform	Free up to	First paid price at the next studied size
Klaviyo	250	$30 a month at 1,000 (Email)

Kit is the clearest case of a generous free plan followed by a big step: free at 10,000 subscribers, $139 a month on the paid Creator plan at the same size. The paid plan adds features the free plan lacks, but a creator who outgrows the free plan's features at 9,000 subscribers faces an immediate bill well above the market median for that size. beehiiv follows a similar pattern at a smaller scale.

At the other end, Zoho Campaigns, EmailOctopus and Sender make the jump small. Their first paid tier costs less than the market median for the same size.

What free plans usually leave out

Free plans are free for a reason. Across the platforms we checked, they commonly restrict:

- **Branding:** vendor logos or footers in your emails (HubSpot states this explicitly).
- **Automation:** multi-step sequences are often paid only.
- **Sending volume:** daily caps (Brevo, Mailjet, Mailchimp) make it hard to send one campaign to your whole list at once.
- **Support:** usually email or help center only.
- **Account behavior when you exceed the limit:** Mailchimp, Klaviyo and MailerLite pause or lock sending on free accounts rather than upgrading you automatically.

The practical advice: **pick a free plan for its paid curve, not its free limit.** A free plan you will outgrow in three months is only worth choosing if the paid plan you land on is one you would have picked anyway.

10

SECTION 10

Annual billing discounts

Paying for a year upfront is the easiest discount available on most software. In email marketing it is less universal than you might expect.

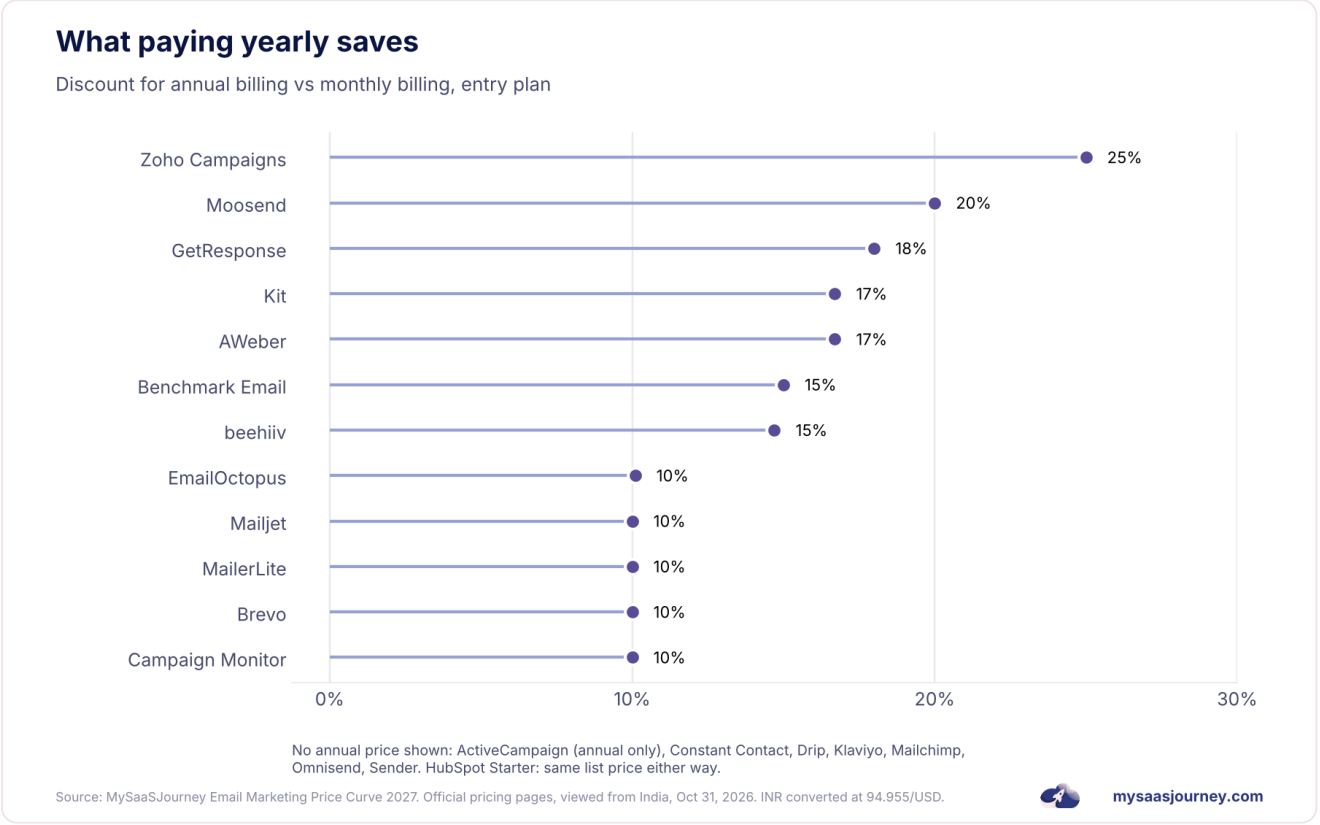

Figure 13. Discount for annual vs monthly billing on the entry plan.

Platform	Annual discount (entry plan)	Saving per year at 10,000 contacts
Zoho Campaigns	25%	$93
Moosend	20%	$216
GetResponse	18%	$171
AWeber	16.7% (12 months for the price of 10)	$200
Kit	16.7% (12 months for the price of 10)	$278
Benchmark Email	15%	$105
beehiiv	14.7%	$240
EmailOctopus	10%	$54
Brevo	10%	$55
Campaign Monitor	10%	$140

Platform	Annual discount (entry plan)	Saving per year at 10,000 contacts
MailerLite	10%	$107
Mailjet	10%	$48
HubSpot Marketing Hub Starter	0% (same list price either way)	$0

The median discount among the 13 platforms that show both prices is 14.7%. The savings column shows what that means in dollars for a 10,000-contact list. The biggest annual saving at that size is on Kit ($278 a year), beehiiv ($240) and Moosend ($216), because they combine a meaningful discount with a mid-to-high monthly price.

Seven platforms show no annual price

Seven platforms did not show an annual price for the entry plan:

- **ActiveCampaign** shows only annual prices, so there is no monthly price to compare against. Its curve in this report is the annual price per month.
- **Constant Contact, Drip, Klaviyo, Mailchimp and Omnisend** showed monthly prices only on their calculators. Constant Contact's pricing page says you can save up to 15% by prepaying 12 months, but its calculator displayed no annual price.
- **Sender** shows no 12-month option. Instead, it offers a 24-month prepaid deal for first-time users (40% off Standard and 60% off Professional, with the regular monthly price shown struck through).

Several of these platforms use introductory offers instead of annual discounts. Mailchimp displayed a 50% discount for the first 12 months, after which the regular price applies (the price we recorded). Omnisend offers 30% off the first three months if paid upfront. HubSpot's new-customer promotion takes up to 65% off an annual Starter seat and 50% off a monthly one. These offers can make year one much cheaper, but they do not change what you pay from year two onwards, which is why we left them out of the curve.

Is the annual discount worth it?

For a stable list, yes. A 10% to 25% discount is a good return on paying early. For a fast-growing list, it is less clear-cut. On most platforms, annual plans are priced for a fixed list size, and growing past it means a prorated upgrade (MailerLite states this explicitly for annual plans). If you expect your list to double during the year, a monthly plan gives you more flexibility at a modest premium.

11

SECTION 11

Where you live can change the price

This study was collected from India, and that turned out to matter for a few platforms. For most of the market, the dollar price shown to an Indian visitor was identical to the published US price. For a handful, it was noticeably lower.

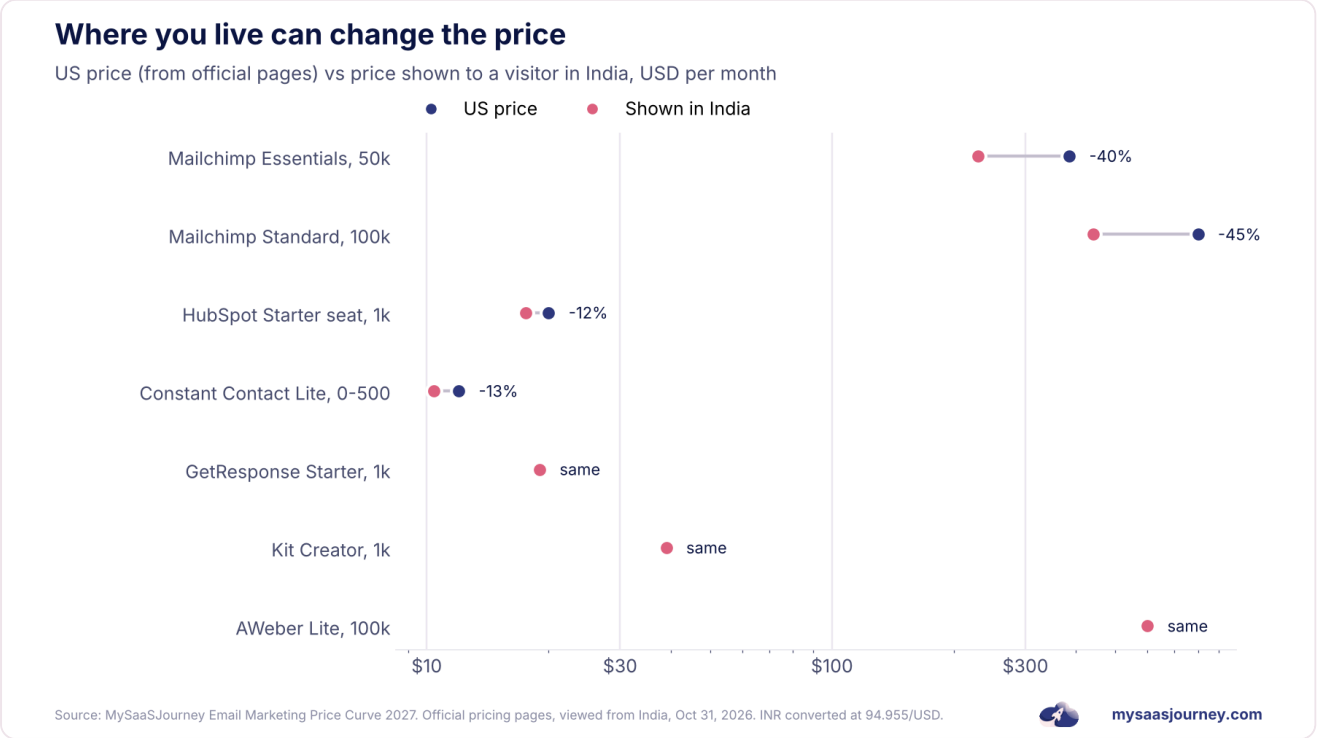

Figure 14. US prices vs prices shown to a visitor in India, where both could be read.

Plan and list size	US price	Price shown in India (USD)	Difference
Mailchimp Essentials, 50,000 contacts	$385	$229.49	40% lower
Mailchimp Standard, 100,000 contacts	$800	$441.77	45% lower
HubSpot Marketing Hub Starter, one seat	$20	1,670 rupees ($17.59)	12% lower
Constant Contact Lite, 0 to 500 contacts	$12 ("starting at")	990 rupees ($10.43)	13% lower
GetResponse Starter, 1,000 contacts	$19	1,804.19 rupees ($19.00)	Same
Kit Creator, 1,000 subscribers	$39	$39	Same
AWeber Lite, 100,000 subscribers	$600	$600	Same

The US prices in this table come from the same vendors' official pages as read by our server-side collection, which ran from the United States. Beyond the rows shown, all 38 overlapping price points for AWeber, Sender, Brevo, Kit, beehiiv, Drip and Omnisend matched exactly.

What this means

Mailchimp is the largest regional difference we found. At the two tiers where we have both a US and an India price, India was 40% and 45% cheaper, while still billed in dollars. Mailchimp's ranking in this report (6th cheapest at 10,000 contacts, 7th at 100,000) is therefore better than a US buyer would see. Using the US prices we could read, Mailchimp Essentials at 50,000 contacts ($385) would sit above the market median ($317) rather than well below it.

HubSpot and Constant Contact show smaller differences of 12% to 13% at the tiers we could compare. Their prices are displayed in rupees in India.

GetResponse shows rupees, but the rupee price is simply the dollar price converted. At our exchange rate, the conversion recovers the US price to the cent.

Zoho Campaigns and Benchmark Email showed rupees, and we could not read a US price for comparison. Zoho Campaigns is the cheapest platform in our data at every size, at roughly 23% to 34% of the median price. Some of that lead may be specific to India. US buyers should check Zoho's US price before relying on its ranking.

Why vendors do this

Charging less in lower-income markets (often called regional or purchasing-power pricing) is common in SaaS. It helps vendors win customers who would never pay US prices, without lowering prices in their core markets. For buyers, the lesson is simple: **the price you see depends on where you are, and comparison articles written in one country may not reflect the price in another.** For publishers citing this report, please note that all figures are "as shown to a buyer in India," and that most, but not all, match US prices.

12

SECTION 12

Platform profiles: all 20 platforms

This section summarizes each platform's price curve and pricing rules in one place, in alphabetical order. Prices are the cheapest self-serve plan as shown to a buyer in India on October 31, 2026, monthly billing unless stated. "Rank" is the price rank among platforms with a published price at that size (1 is cheapest).

ActiveCampaign

Curve: $15 at 1,000 contacts, $149 at 10,000, $609 at 50,000 (Plus), contact sales at 100,000. Rank 4 at 1,000, 17 at 10,000.

ActiveCampaign shows only yearly-billed prices, so its curve is the annual price per month. Starter is cheap at 1,000 contacts but stops at 25,000, and the price climbs faster than almost any other platform: 9.9x from 1,000 to 10,000 contacts. There is no free plan, only a trial. Since November 3, 2025, new accounts are billed on all contacts, including unsubscribed and bounced ones. Send overages cost $0.005 per email, and sending switches off at three times the limit. **Best for:** businesses that will use its automation heavily and accept a premium for it.

AWeber

Curve: $25 at 1,000, $100 at 10,000, $600 at 100,000. Rank 14 at 1,000, 11 at 10,000, 11 of 17 at 100,000.

AWeber's Lite plan sits close to the middle of the market at every size, with a growth multiple of 24x, just under the median. Paying yearly gives 12 months for the price of 10 (16.7% off). The free plan covers 500 subscribers and 3,000 emails a month. Lite allows sends of 10x your subscribers per month, and Plus 12x. AWeber's official pages do not say whether unsubscribed subscribers count toward billing. **Best for:** small businesses that want a steady, predictable middle-of-the-market price.

beehiiv

Curve: $59 at 1,000, $139 at 10,000, $469 at 100,000. Rank 20 at 1,000, 15 (tie) at 10,000, 8 of 17 at 100,000.

beehiiv has the flattest curve in the study: a 100x bigger list costs only 7.9x more. That makes it the most expensive option for a 1,000-subscriber newsletter and one of the cheaper options at scale. All plans include unlimited sends, and billing excludes unsubscribed subscribers. The free plan covers 2,500 subscribers. Lite is not offered above 100,000 subscribers. Annual billing saves 14.7%. **Best for:** newsletter publishers who expect to grow past 25,000 subscribers.

Benchmark Email

Curve: $14.01 at 1,000, $58.34 at 10,000, $377.34 at 100,000. Rank 3 at 1,000, 5 at 10,000, 3 of 17 at 100,000.

Benchmark Email was consistently among the three to five cheapest platforms. Prices were shown in rupees (the India site), which we converted; we could not compare them with US prices. Pro is the only self-serve paid plan, with Enterprise above 100,000 contacts. Unsubscribed, bounced and spam-report contacts are

excluded from billing. Annual billing saves 15%. The free plan covers 500 contacts and 1,000 emails a month. **Best for:** budget-conscious small businesses, subject to checking the price in your own country.

Brevo

Curve: $17 at 1,000, $46 at 10,000, $429 at 100,000 (Standard). Rank 7 at 1,000, 4 at 10,000, 5 of 17 at 100,000.

Brevo prices by email volume, not contacts, so our figures assume four emails per contact per month. Starter is among the cheapest options up to 25,000 contacts ($82), then the curve switches to Standard and the price triples to $249 at 50,000. Its free plan is the largest in the study: up to 100,000 contacts, with sending capped at 300 emails a day. Annual billing saves 10%. **Best for:** businesses with large lists that send infrequently, where volume pricing works in their favor.

Campaign Monitor

Curve: $47 at 1,000, $117 at 10,000, $397 at 50,000, contact sales above 50,000. Rank 19 at 1,000, 13 at 10,000.

Campaign Monitor prices in bands, so 1,000 and 2,500 contacts cost the same $47. It is expensive for small lists and closer to the median from 10,000 contacts. The Lite plan allows sends of 5x your subscribers a month, the tightest cap we recorded. There is a 30-day trial rather than a free plan. Annual billing saves 10%. **Best for:** teams that value its design tools and have lists between 2,500 and 50,000.

Constant Contact

Curve: $26.06 at 1,000, $104.26 at 10,000, $373.60 at 50,000, contact sales at 100,000. Rank 15 at 1,000, 12 at 10,000.

Constant Contact showed rupee prices in India; its smallest Lite tier was 13% below the US "starting at" price. There is no free plan and no annual price on the calculator. Send overages cost $0.002 per email over the allowance, and Lite allows around 10x your contacts in sends. Billing is based on active contacts. **Best for:** small local businesses that value its long track record and support over the lowest price.

Drip

Curve: $39 at 1,000, $154 at 10,000, $1,199 at 100,000. Rank 17 (tie) at 1,000, 19 at 10,000, 15 of 17 at 100,000.

Drip sells one plan with unlimited sends, priced by "people." It charges the same $39 for anyone up to 2,500 people, then climbs steeply. There is no free plan (14-day trial) and no annual option. Inactive people are not billed. **Best for:** ecommerce stores that need its store-focused automation and are comfortable with an above-median price.

EmailOctopus

Curve: $13.50 at 1,000, $44.50 at 10,000, $345 at 100,000. Rank 2 at 1,000, 3 at 10,000, 2 of 17 at 100,000.

EmailOctopus was the second cheapest platform at most sizes, and its prices were shown in US dollars, although, as with every platform we could not cross-check against a US reading, a US buyer should confirm the price. It has a single paid plan (Pro), sells self-serve up to 500,000 subscribers, and gives a generous

free plan of 2,500 subscribers and 10,000 emails a month. Unsubscribed contacts are not billed. Annual billing saves about 10%. **Best for:** anyone who wants the lowest dollar-priced curve in the market and does not need advanced automation.

GetResponse

Curve: $19 at 1,000, $79 at 10,000, $539.01 at 100,000. Rank 10 (tie) at 1,000, 8 at 10,000, 10 of 17 at 100,000.

GetResponse sits just below the market median at most sizes. Its rupee prices are its dollar prices converted. Annual billing saves 18%, one of the larger discounts. The Marketer plan costs 211% more than Starter at 1,000 contacts but only 11% more at 100,000. Going over your list size triggers a recurring list extension fee each billing cycle. **Best for:** businesses that want automation at a near-median price, especially at larger list sizes.

HubSpot Marketing Hub

Curve (Starter, one seat): $17.59 at 1,000, $360.28 at 10,000, $3,525.99 at 100,000. Rank 9 at 1,000, 20 at 10,000, 17 of 17 at 100,000.

HubSpot's Starter seat is cheap, but marketing contacts beyond the 1,000 included are expensive, making it the most expensive platform from 2,500 contacts onwards and producing a 200x growth multiple. Prices were shown in rupees; the seat was 12% below the US list price. Professional starts at about $781 a month with a one-time onboarding fee of about $2,633. Contact tiers cannot be downgraded until renewal. **Best for:** businesses already using HubSpot's CRM, where email is one part of a larger system.

Kit

Curve: $39 at 1,000, $139 at 10,000, $679 at 100,000 (105,000 tier). Rank 17 (tie) at 1,000, 15 (tie) at 10,000, 13 of 17 at 100,000.

Kit (formerly ConvertKit) has the second flattest curve after beehiiv (17.4x). Its free plan covers 10,000 subscribers, the second largest in the study, and no plan has sending limits. Annual billing gives 12 months for the price of 10. Unsubscribed subscribers are not billed. Note that Kit's slider has wide steps, so our 50,000 and 100,000 figures are for 55,000 and 105,000 subscribers. **Best for:** creators who will start on the free plan and grow into a large list.

Klaviyo

Curve: $30 at 1,000, $150 at 10,000, $1,380 at 100,000. Rank 16 at 1,000, 18 at 10,000, 16 of 17 at 100,000.

Klaviyo bills on active profiles and has one Email plan, with SMS as an add-on. Its curve is one of the steepest (46x), with a 167% jump from 10,000 to 25,000 profiles. There is no annual option on the calculator. Suppressed and unsubscribed profiles are not billed, and the free plan covers 250 profiles and 500 emails a month. **Best for:** ecommerce brands that will use its store data and segmentation, where higher revenue per email justifies the price.

Mailchimp

Curve: $17.21 at 1,000, $66.55 at 10,000, $441.77 at 100,000 (Standard). Rank 8 at 1,000, 6 at 10,000, 7 of 17 at 100,000.

Mailchimp's prices shown in India were 40% to 45% below its US prices at the tiers we could compare, so US buyers should expect it to rank lower. Essentials stops at 50,000 contacts. Unsubscribed and non-subscribed contacts count toward billing. The free plan covers 250 contacts and 500 emails a month, and there is a 50% introductory discount for the first 12 months but no annual billing discount. **Best for:** small businesses that want a familiar, all-round tool, subject to checking local pricing and keeping the list clean.

MailerLite

Curve: $19 at 1,000, $89 at 10,000, $439 at 100,000. Rank 10 (tie) at 1,000, 10 at 10,000, 6 of 17 at 100,000.

MailerLite moved to new pricing on June 16, 2026, with existing paid plans moving at their next renewal. It improves its ranking as lists grow, and its Power plan costs only 11% more than Comfort at 100,000 subscribers. Unsubscribed and bounced subscribers are not billed. Annual billing saves 10%, and the free plan covers 250 subscribers. **Best for:** growing businesses that want a mid-priced tool that gets relatively cheaper at scale.

Mailjet

Curve: $19 at 1,000, $40 at 10,000, $499 at 100,000 (Premium). Rank 10 (tie) at 1,000, 2 at 10,000, 9 of 17 at 100,000.

Mailjet prices by email volume and updated its self-serve prices on September 9, 2026. Under our four-emails-per-contact assumption, its Essential plan is very cheap at 5,000 and 10,000 contacts ($40), then the curve switches to Premium from 25,000 contacts and climbs. At 1,000 contacts its $9 Starter plan would be cheaper than the Essential plan we recorded. The free plan allows 1,000 contacts and 6,000 emails a month. **Best for:** low-frequency senders with lists up to 10,000.

Moosend

Curve: $16 at 1,000, $88 at 10,000, $624 at 100,000. Rank 6 at 1,000, 9 at 10,000, 12 of 17 at 100,000.

Moosend has one self-serve plan (Pro) with unlimited sends; higher plans are quote-only. It is cheap for small lists, but its 39x growth multiple pushes it to the middle of the market at scale. Annual billing saves 20%, the second deepest discount. There is a 30-day trial rather than a free plan. **Best for:** small lists that want unlimited sends at a low price.

Omnisend

Curve: $20 at 1,000, $132 at 10,000, $900 at 100,000. Rank 13 at 1,000, 14 at 10,000, 14 of 17 at 100,000.

Omnisend changed its plans twice in 2026: SMS was removed from Pro for new subscribers on May 4, and Legacy Pro was retired on October 26. Its curve is steep (45x). There is no annual plan, only 30% off the first three months if paid upfront. Unsubscribed contacts are not billed, but non-subscribers are. The free plan covers 250 contacts. **Best for:** ecommerce stores that want store integrations at a lower starting price than Klaviyo.

Sender

Curve: $15 at 1,000, $69 at 10,000, $389 at 100,000. Rank 4 (tie) at 1,000, 7 at 10,000, 4 of 17 at 100,000.

Sender was below the market median at every size. It offers no 12-month annual plan but shows a 24-month prepaid deal for first-time users (40% off Standard). Its Professional plan premium grows with list size, the opposite of the market pattern. Unsubscribed subscribers are not billed, and the free plan covers 2,500 subscribers and 15,000 emails a month. **Best for:** small and mid-sized lists that want a low price with a generous free start.

Zoho Campaigns

Curve: $4.42 at 1,000, $30.96 at 10,000, $152.91 at 100,000. Rank 1 at every size.

Zoho Campaigns was the cheapest platform at all seven list sizes, at roughly a quarter to a third of the median price. Its prices were shown in rupees and we could not compare them with a US price, so some of that lead may be specific to India. Paid plans include unlimited emails, annual billing saves 25% (the deepest discount in the study), and the free plan covers 2,000 contacts and 6,000 emails a month. **Best for:** cost-focused buyers, especially those already using Zoho's other business apps, after checking the price in their own country.

13

SECTION 13

Which platform is cheapest for which list size

This section turns the curve into practical answers. We start with the cheapest options at each size, then model five realistic buyer journeys. All scenario costs use the cheapest self-serve plan at monthly billing, from the price table in this report, and ignore taxes, add-ons and promotions.

The three cheapest at each size

Because a few platforms showed lower prices to our India browser, we give two answers. The first column uses every price we recorded. The second excludes the five platforms whose India prices were lower than US prices or could not be compared with them (Benchmark Email, Constant Contact, HubSpot, Mailchimp and Zoho Campaigns), so it is the safer guide for a buyer in the US or Europe.

Contacts	Cheapest three, all prices	Cheapest three, prices matching or likely matching US
1,000	Zoho Campaigns $4.42, EmailOctopus $13.50, Benchmark Email $14.01	EmailOctopus $13.50, ActiveCampaign $15 (yearly), Sender $15
2,500	Zoho Campaigns $10.74, Mailjet $19, EmailOctopus $20	Mailjet $19, EmailOctopus $20, Brevo $25
5,000	Zoho Campaigns $19.59, EmailOctopus $31.50, Brevo $32	EmailOctopus $31.50, Brevo $32, Sender $39
10,000	Zoho Campaigns $30.96, Mailjet $40, EmailOctopus $44.50	Mailjet $40, EmailOctopus $44.50, Brevo $46
25,000	Zoho Campaigns $54.34, Brevo $82, EmailOctopus $94.50	Brevo $82, EmailOctopus $94.50, Mailjet $112
50,000	Zoho Campaigns $87.20, EmailOctopus $178, Benchmark Email $199.78	EmailOctopus $178, Brevo $249, Sender $259
100,000	Zoho Campaigns $152.91, EmailOctopus $345, Benchmark Email $377.34	EmailOctopus $345, Sender $389, Brevo $429

Three names dominate the second column: **EmailOctopus, Brevo and Sender**, with Mailjet strong up to 25,000 contacts. All four were priced in US dollars, and the Brevo and Sender prices we cross-checked against a second source matched exactly. Brevo and Mailjet depend on our four-emails-per-contact assumption.

Scenario 1: three years of steady growth

A business grows from 1,000 contacts in year one to 10,000 in year two and 50,000 in year three. We added up 12 months at each size.

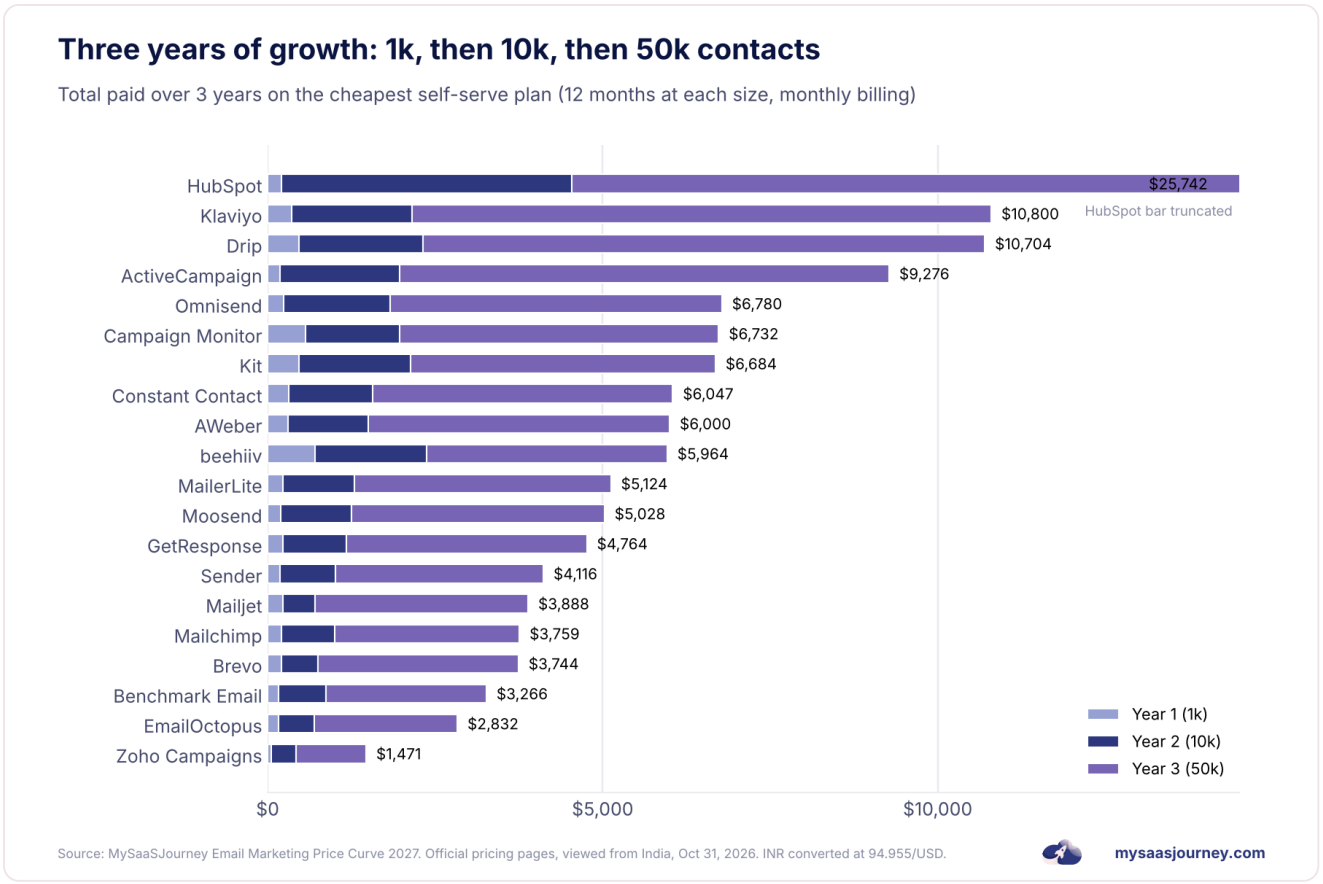

Figure 15. Total cost over three years for a list growing from 1,000 to 10,000 to 50,000 contacts.

Platform	Three-year total
Zoho Campaigns	$1,471
EmailOctopus	$2,832
Benchmark Email	$3,266
Brevo	$3,744
Mailchimp	$3,759
Mailjet	$3,888
Sender	$4,116
GetResponse	$4,764
Moosend	$5,028
MailerLite	$5,124
beehiiv	$5,964
AWeber	$6,000
Constant Contact	$6,047
Kit	$6,684
Campaign Monitor	$6,732
Omnisend	$6,780

Platform	Three-year total
ActiveCampaign (yearly billing)	$9,276
Drip	$10,704
Klaviyo	$10,800
HubSpot Marketing Hub Starter	$25,742

Year three dominates every bar. At median prices, the third year at 50,000 contacts costs nearly three times the first two years combined. That is the core message of the curve: **the platform you pick at 1,000 contacts mostly determines what you pay at 50,000.** Among platforms with US-matching prices, EmailOctopus ($2,832), Brevo ($3,744), Mailjet ($3,888) and Sender ($4,116) are the cheapest for this journey. Klaviyo and Drip cost about two and a half to four times as much as those four, and HubSpot Starter about six to nine times.

Scenario 2: a newsletter creator aiming for 25,000 subscribers

A creator spends six months each at 1,000, 5,000, 10,000 and 25,000 subscribers over two years. The cheapest two-year totals are Zoho Campaigns ($656), Brevo ($1,062), EmailOctopus ($1,104), Mailjet ($1,266) and Benchmark Email ($1,357). The creator-focused platforms cost more: Kit $2,796 and beehiiv $3,036 over the same two years.

That premium buys tools built specifically for newsletters and creators, some of which are designed to help the newsletter earn money. It is also worth remembering that Kit's free plan covers the first 10,000 subscribers, and beehiiv's covers the first 2,500. A creator who stays on Kit's free plan until 10,000 subscribers and only pays for the last six months at 25,000 would pay $1,194 for the two years ($199 a month for six months), a very different result from the paid-plan comparison.

Scenario 3: a small business with a stable list of 2,500

A local business keeps around 2,500 contacts for three years. Over 36 months, the cheapest options are Zoho Campaigns ($387), Mailjet ($684), EmailOctopus ($720), Benchmark Email ($861), Brevo ($900) and Mailchimp ($950). Several free plans also cover this size: Sender, EmailOctopus and beehiiv all allow 2,500 subscribers free, which would bring the cost to zero if their free features are enough.

For a stable list, the annual discount also matters more, because there is no risk of outgrowing the plan mid-year. On EmailOctopus, for example, yearly billing takes about 10% off.

Scenario 4: an online store growing from 10,000 to 50,000

An ecommerce brand spends eight months each at 10,000, 25,000 and 50,000 contacts over two years. On general email tools, the cheapest totals are Zoho Campaigns ($1,380), EmailOctopus ($2,536), Benchmark Email ($2,982) and Brevo ($3,016). On ecommerce-focused tools, the totals are much higher: Omnisend $6,616, Drip $9,776 and Klaviyo $10,160.

The ecommerce tools charge two to four times more than EmailOctopus or Brevo for the same list, and five to seven times more than Zoho Campaigns. Whether that is worth it depends on revenue per email. Store-specific features such as abandoned cart flows, product recommendations and purchase-based segments can earn back far more than the price difference for a store with meaningful sales. For a store with low email revenue, the premium is harder to justify.

Scenario 5: a large list that emails once a month

A publisher has 100,000 contacts but sends only one campaign a month. Contact-priced platforms charge the same whatever the frequency, so the cheapest options remain Zoho Campaigns ($152.91), EmailOctopus ($345) and Benchmark Email ($377.34). But on email-volume platforms, one email per contact means 100,000 emails a month rather than the 400,000 we assumed. This is where Brevo and Mailjet can become much cheaper than our curve shows: Brevo's free plan alone sends 300 emails a day, and its Starter plan covers up to 100,000 emails a month. A low-frequency sender with a large list should price Brevo and Mailjet at their real volume before deciding.

A simple decision rule

If you remember one thing from this section: **estimate your list size two years from now, find that column in the price table, and shortlist from there.** Then check the fine print that changes the real bill, which is whether unsubscribed contacts count, the send cap, and what happens when you go over.

14

SECTION 14

What it means for buyers and vendors

A price table is only useful if it changes a decision. Here is what we think the data means, separated clearly from the data itself. These are MySaaSJourney's interpretations and predictions, not findings.

For buyers

1. Choose for the list you will have, not the one you have. The rankings at 1,000 contacts and at 50,000 contacts are very different. ActiveCampaign and HubSpot look cheap at the start and are among the most expensive at scale. beehiiv and Kit look expensive at the start and become competitive. Because migrating an email platform is painful, the right time to think about the 50,000-contact price is before you have 1,000.

2. Watch the 10,000 mark. The step from 10,000 to 25,000 contacts carries the largest median increase in the market, and five of the eight biggest single jumps in our data happen there. If your list is approaching 10,000, re-run the comparison. Moving at 8,000 contacts is much easier than moving at 30,000.

3. Clean your list if unsubscribes count. On Mailchimp and new ActiveCampaign accounts, unsubscribed contacts count toward your tier. A list that is 20% unsubscribed is billed 25% above its active size. Regular list hygiene is the cheapest discount available on those platforms.

4. Read the overage policy before you sign. Automatic upgrades, per-email overage fees, recurring list extension fees and contract lock-ins all exist in this market. None of them appear in the headline price.

5. Check the price from your own location. Mailchimp showed prices 40% to 45% lower in India than in the US at the tiers we compared. If you are reading a price comparison written in another country, including this one, confirm the number on the vendor's site before you commit.

6. Pay yearly only when your list is stable. The median annual discount is 14.7%, which is worth having. But if your list will double in the year, monthly billing keeps your options open.

7. Do not overpay for features you will not use, but do not underpay for ones you will. The cheapest platforms in this study are excellent for straightforward newsletters. Ecommerce and automation-led platforms can cost two to four times more than the cheapest dollar-priced tools at scale, and for a business that will actually use store-triggered flows or complex automation, that premium can pay for itself many times over.

For vendors

1. The market has a norm, and outliers are visible. Nine platforms grow by 23x to 29x across a 100x bigger list. A vendor far above that band (Klaviyo, Omnisend, Moosend and especially HubSpot) is telling growing customers that they will pay more for success than they would elsewhere. That is a legitimate choice for a premium product, but it should be deliberate.

2. Price transparency at scale is a selling point. Three platforms stop publishing prices before 100,000 contacts. For buyers who want to budget without a sales call, that is a reason to look elsewhere. Publishing the full curve, as most platforms in this study do, builds trust.

3. The entry plan is a promise about the future. A low entry price wins sign-ups. A steep curve after it creates the kind of bill shock that drives churn at exactly the size where a customer has become most valuable.

4. Unsubscribed-contact billing is increasingly an outlier. Nine platforms in our data explicitly do not bill unsubscribed contacts. Two do. Buyers notice.

What we expect to happen next

These are predictions based on the patterns in this study and the pricing and billing changes we recorded since early 2025. We will check them in the next edition.

- **More pricing changes in 2027.** Five of the 20 platforms changed their pricing, billing rules or plan structure between February 2025 and October 2026 (Klaviyo, ActiveCampaign, MailerLite, Mailjet and Omnisend). We expect a similar pace next year.
- **More bundling and unbundling of SMS.** Omnisend's removal of SMS from Pro suggests vendors are separating channels so each can be priced on its own. We expect more platforms to sell email and SMS separately.
- **More regional pricing.** Mailchimp, HubSpot and Constant Contact already show lower prices in India. As competition for international small businesses grows, we expect more vendors to adopt local pricing, which will make single-country price comparisons less reliable.
- **Continued pressure at the low end.** EmailOctopus, Sender, Brevo and Zoho Campaigns keep the bottom of the market cheap. That limits how far mainstream platforms can raise entry prices without losing new customers, even as they raise prices at scale.

How to use this report

If you are choosing a platform, start with the scenario closest to yours, then use the full price table to check the sizes that matter to you. If you are writing about email marketing costs, cite the medians (they are the most stable figures) and include the collection date and location. If you are a vendor and believe a figure for your platform is wrong, contact us with the official source and we will correct it in the dataset and note the change.

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SECTION 15

Full price table

This is the complete cheapest self-serve price curve used throughout the report, in US dollars per month, as shown to a buyer in India on October 31, 2026. Where a platform's entry plan does not reach a list size, the next plan up is used, and both plan names are shown. "Sales" means the vendor asks you to contact sales at that size. Rupee prices (Benchmark Email, Constant Contact, GetResponse, HubSpot and Zoho Campaigns) are converted at 94.955 rupees per dollar.

Monthly billing (cheapest self-serve plan)

Platform (plan)	1,000	2,500	5,000	10,000	25,000	50,000	100,000
ActiveCampaign (Starter / Plus, billed yearly)	$15.00	$39.00	$79.00	$149.00	$391.00	$609.00	Sales
AWeber (Lite)	$25.00	$35.00	$60.00	$100.00	$210.00	$375.00	$600.00
beehiiv (Lite)	$59.00	$79.00	$109.00	$139.00	$199.00	$299.00	$469.00
Benchmark Email (Pro)	$14.01	$23.91	$39.28	$58.34	$114.58	$199.78	$377.34
Brevo (Starter / Standard)	$17.00	$25.00	$32.00	$46.00	$82.00	$249.00	$429.00
Campaign Monitor (Lite)	$47.00	$47.00	$75.00	$117.00	$241.00	$397.00	Sales
Constant Contact (Lite)	$26.06	$43.44	$69.51	$104.26	$243.27	$373.60	Sales
Drip (Drip)	$39.00	$39.00	$89.00	$154.00	$369.00	$699.00	$1,199.00
EmailOctopus (Pro)	$13.50	$20.00	$31.50	$44.50	$94.50	$178.00	$345.00
GetResponse (Starter)	$19.00	$29.00	$54.00	$79.00	$174.00	$299.01	$539.01
HubSpot (Marketing Hub Starter)	$17.59	$105.42	$184.40	$360.28	$887.89	$1,767.26	$3,525.99
Kit (Creator)	$39.00	$59.00	$89.00	$139.00	$199.00	$379.00	$679.00
Klaviyo (Email)	$30.00	$60.00	$100.00	$150.00	$400.00	$720.00	$1,380.00
Mailchimp (Essentials / Standard)	$17.21	$26.39	$44.18	$66.55	$166.38	$229.49	$441.77
MailerLite (Comfort)	$19.00	$33.00	$49.00	$89.00	$179.00	$319.00	$439.00
Mailjet (Essential / Premium)	$19.00	$19.00	$40.00	$40.00	$112.00	$265.00	$499.00
Moosend (Pro)	$16.00	$32.00	$48.00	$88.00	$160.00	$315.00	$624.00
Omnisend (Standard)	$20.00	$44.00	$81.00	$132.00	$282.00	$413.00	$900.00
Sender (Standard)	$15.00	$27.00	$39.00	$69.00	$149.00	$259.00	$389.00
Zoho Campaigns (Standard)	$4.42	$10.74	$19.59	$30.96	$54.34	$87.20	$152.91

Notes on specific rows: ActiveCampaign shows only yearly-billed prices. Brevo and Mailjet assume four emails per contact per month; Brevo switches from Starter to Standard at 50,000 contacts, and Mailjet from Essential to Premium at 25,000. Mailchimp switches from Essentials to Standard at 100,000. Kit's 2,500, 50,000 and 100,000 figures are its 3,000, 55,000 and 105,000 tiers. Moosend's and HubSpot's 2,500 figures are their 3,000 tiers. HubSpot assumes one Starter seat. Mailchimp's figures are regular prices after its introductory offer and were 40% to 45% below US prices where we could compare.

Yearly billing, per month (entry plan)

For platforms that show a yearly price, this is the entry plan's yearly price divided by 12. ActiveCampaign is omitted because its main-table figures are already yearly. HubSpot Starter's list price is the same for monthly and yearly billing.

Platform (entry plan, billed yearly)	1,000	2,500	5,000	10,000	25,000	50,000	100,000
AWeber	$20.83	$29.17	$50.00	$83.33	$175.00	$312.50	$500.00
beehiiv	$49.00	$69.00	$95.00	$119.00	$169.00	$249.00	$399.00
Benchmark Email	$11.91	$20.32	$33.39	$49.59	$97.39	$169.81	$320.74
Brevo	$15.25	$22.50	$28.75	$41.42	$73.75	n/a	n/a
Campaign Monitor	$42.30	$42.30	$67.50	$105.30	$216.90	$357.30	n/a
EmailOctopus	$12.00	$18.00	$28.00	$40.00	$85.00	$160.00	$310.00
GetResponse	$15.58	$23.78	$44.28	$64.78	$142.68	$245.19	$441.99
HubSpot	$17.59	$105.42	$184.40	$360.28	$887.89	$1,767.26	$3,525.99
Kit	$32.50	$49.17	$74.17	$115.83	$165.83	$315.83	$565.83
MailerLite	$17.10	$29.70	$44.10	$80.10	$161.10	$287.10	$395.10
Mailjet	$17.10	$17.10	$36.00	$36.00	n/a	n/a	n/a
Moosend	$13.00	$26.00	$38.00	$70.00	$128.00	$252.00	$499.00
Zoho Campaigns	$3.32	$8.06	$14.69	$23.22	$40.76	$65.40	$114.69

"n/a" means the entry plan is not sold at that size, or no yearly price was shown. Campaign Monitor displayed yearly figures without a decimal point (for example, 4230 for $42.30); we recorded them as dollars and cents, which equal the monthly price less 10%.

Mid-plan prices

The mid-plan curve for the 15 platforms that sell one is in the section "Entry plans vs automation plans." Exact figures for every plan, size and billing option, including native rupee prices, are in the downloadable dataset.

APPENDIX

Cite this study

You are welcome to quote, chart or republish any figure from this report, with a link to the original. Please include the collection date and the note that prices were shown to a buyer in India.

Suggested citation:

MySaaSJourney (2026). *Email Marketing Price Curve 2027: Monthly cost at 1,000 to 100,000 contacts across 20 platforms*. Prices collected October 31, 2026. https://mysaasjourney.com/research/email-marketing-price-curve/

Short form for articles: "according to MySaaSJourney's Email Marketing Price Curve 2027" with a link to the study.

For charts: each chart in this report carries its own source line. If you redraw a chart, please keep "Source: MySaaSJourney Email Marketing Price Curve 2027" and a link.

APPENDIX

Dataset and charts

The full dataset and all charts are available on the study page at mysaasjourney.com/research/email-marketing-price-curve/, so you can check our numbers or build your own analysis.

Dataset (zip) contains:

- **prices_long.csv:** every price we recorded, one row per platform, plan and list size (245 rows, 231 with a published price), with native currency, monthly and yearly prices, US dollar conversions, status, source page and notes.
- **cheapest_curve.csv:** the cheapest self-serve curve used in most charts.
- **mid_premium.csv:** the mid-plan premium over the entry plan at each size.
- **cost_per_1k.csv:** the monthly cost per 1,000 contacts for every platform and size.
- **platform_facts.csv:** free plans, pricing basis, unsubscribed-contact policy, overage policy, annual discount, recent price changes and source links for all 20 platforms.
- **stats.json:** every summary statistic quoted in this report.
- **verification_log.md:** the cross-check between our two collection methods and the regional price differences.
- **README:** column definitions and method notes.

Charts (zip) contains the 15 charts in this report as high-resolution PNG files.

APPENDIX

Frequently asked questions

How much does email marketing software cost per month?

Across 20 major platforms, the median monthly price of the cheapest self-serve plan is $19 for 1,000 contacts, $34 for 2,500, $57 for 5,000, $94.50 for 10,000, $189 for 25,000, $317 for 50,000 and $499 for 100,000 contacts (MySaaSJourney Email Marketing Price Curve 2027, prices shown to a buyer in India on October 31, 2026, in US dollars).

What is the cheapest email marketing platform?

In our data, Zoho Campaigns was cheapest at every list size, but its prices were shown in rupees and could not be compared with US prices. Among platforms priced in US dollars, EmailOctopus was the cheapest or second cheapest at most sizes, with Sender, Brevo and Mailjet also consistently near the bottom. Brevo and Mailjet charge by email volume, so their cost depends on how often you send.

How much does it cost to email 10,000 subscribers?

The median is $94.50 a month on the cheapest self-serve plan. Prices range from $30.96 (Zoho Campaigns) to $360.28 (HubSpot Marketing Hub Starter). Half of the 20 platforms charge between $64.50 and $139.

How much does it cost to email 100,000 subscribers?

The median is $499 a month among the 17 platforms that publish a price at that size. Prices range from $152.91 (Zoho Campaigns) to $3,525.99 (HubSpot Marketing Hub Starter). ActiveCampaign, Campaign Monitor and Constant Contact require you to contact sales.

How fast do email marketing prices rise as a list grows?

On the median platform, a list 100 times bigger (from 1,000 to 100,000 contacts) costs 26.3 times more. The cost per 1,000 contacts falls from $19 to $4.99. The largest jump comes between 10,000 and 25,000 contacts, where the median price rises 113%.

Do email platforms charge for unsubscribed contacts?

Most do not. In our data, Klaviyo, Kit, MailerLite, Omnisend, Sender, EmailOctopus, beehiiv, Benchmark Email and Constant Contact do not bill unsubscribed contacts. Mailchimp does, and ActiveCampaign does for accounts created from November 3, 2025. The rest do not state a clear policy in their official documentation.

Which email marketing platforms have a free plan?

14 of the 20 platforms list a free plan. The largest are Brevo (up to 100,000 contacts, 300 emails a day) and Kit (10,000 subscribers). Sender, EmailOctopus and beehiiv allow 2,500 subscribers, Zoho Campaigns 2,000 and Mailjet 1,000. Mailchimp, Klaviyo, MailerLite and Omnisend allow 250.

Is it cheaper to pay for email marketing yearly?

Usually, by a median of 14.7% among platforms that offer it. Zoho Campaigns (25%), Moosend (20%) and GetResponse (18%) give the largest annual discounts. Seven of 20 platforms show no annual price on their calculator, and HubSpot Starter's list price is the same either way.

Are email marketing prices different by country?

Sometimes. Mailchimp's prices shown in India were 40% to 45% lower than its US prices for the same plan and list size, HubSpot's Starter seat was 12% lower, and Constant Contact's smallest tier was 13% lower. Most platforms we could compare showed identical US dollar prices in both countries.

Why use the median instead of the average?

A few platforms are far more expensive than the rest at large list sizes, which pulls the average up. At 100,000 contacts, the average price is $764 but the median is $499. The median better describes what a typical platform charges.

How often is this study updated?

We plan to repeat it annually with the same method so changes can be tracked over time. Vendors who believe a figure is wrong can send us the official source, and we will correct the dataset and note the change.

APPENDIX

Sources

All prices and pricing rules come from the vendors' official pages, read on October 31, 2026:

- ActiveCampaign: Pricing, help center on contact limits
- AWeber: Pricing, Free plan
- beehiiv: Pricing, Plan types and subscriber tier pricing
- Benchmark Email: Pricing (India), Plans and billing
- Brevo: Pricing, Pricing data
- Campaign Monitor: Pricing, Pricing tiers
- Constant Contact: Pricing tiers, Send allowance and overage fee
- Drip: Pricing, How Drip calculates your bill
- EmailOctopus: Pricing, How pricing works
- GetResponse: Pricing, Going over your list size
- HubSpot: Marketing Hub pricing, Bundle pricing calculator
- Kit: Pricing, Billing
- Klaviyo: Pricing, How Klaviyo pricing works
- Mailchimp: Marketing pricing, Pricing plans
- MailerLite: Pricing, Plan and billing
- Mailjet: Pricing, Price update notice
- Moosend: Pricing, Plans and credits
- Omnisend: Pricing, Pricing plans 2026
- Sender: Pricing, Exceeding plan limits
- Zoho Campaigns: Pricing, Plan comparison
- Exchange rates: European Central Bank euro reference rates for the Indian rupee and US dollar, October 30, 2026

APPENDIX

Disclosure

This is independent research by MySaaSJourney. No vendor paid to be included, was told about the study in advance, or reviewed it before publication. Every price comes from the vendor's own public pricing page, and every rule (free plans, overages, unsubscribed contacts) comes from the vendor's own pricing or help pages. We used software tools to help collect and check the data, and every price in the dataset was read from the vendor's live page on October 31, 2026. Prices change often, so please confirm current pricing with the vendor before you buy. Nothing in this report is a paid recommendation.



MySaaS Journey

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Cite as: MySaaSJourney (2026). Email Marketing Price Curve 2027: Monthly cost at 1,000 to 100,000 contacts across 20 platforms. mysaasjourney.com/research/email-marketing-price-curve/

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