ToolGPA

NOVEMBER 2026

LISTSERV

The Insider's Guide

Email list server software for newsletters and discussion groups



Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from LISTSERV's own pages.

Made by L-Soft international, Inc. · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from LISTSERV's own pages, its app-store listings and our grades. Every fact in it is on LISTSERV's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 102 other email marketing and newsletter tools we grade

LISTSERV is email list management software from L-Soft that you run on a Windows or Linux server, or buy as the hosted ListPlex service. It handles newsletters, announcement lists and moderated or open discussion groups, with a web interface, searchable archives, digests, double opt-in and automatic bounce handling. The Maestro add-on turns it into an email marketing and analytics tool. Pricing depends on the license type, list count and subscriber count, and the vendor publishes only ranges.

To get you started, here are **9 things to know about LISTSERV**, taken from its own pages and our grades.

1 **Best for mailing lists for discussion groups and announcements**

LISTSERV runs mailing lists, moderated discussion groups and newsletters on your own server, with a free edition for non-commercial lists.

2 **What it costs**

Paid plans start at $2,875 and up, one-time (Lite); free edition for non-commercial use.

3 **There is a free plan**

LISTSERV Lite Free Edition: up to 10 mailing lists with 500 subscribers each, for hobby or interest lists that do not make a profit.

4 **It runs on Web**

Web.

5 **All list types**

Supports newsletters, announcement lists and both moderated and unmoderated discussion groups, with open or closed membership.

6 **Archives**

Searchable message archives with classic, forum and blog views, plus RSS.

7 **Subscriber self-service**

People can subscribe, unsubscribe and set digest or index delivery themselves on one web screen, with double opt-in and one-click unsubscribe on Classic.

8 **A 1.6 GPA, above 2 of 102**

That is against the other email marketing and newsletter tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace LISTSERV you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

LISTSERV at a glance

PRICING
Free plan, from $2,875 and up, one-time (Lite); free edition for non-commercial use

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
L-Soft international, Inc.

CATEGORY
Email Marketing & Newsletters

OUR GRADE
1.6 GPA, weak

The report card

Best for mailing lists for discussion groups and announcements

LISTSERV runs mailing lists, moderated discussion groups and newsletters on your own server, with a free edition for non-commercial lists. Paid licences start at $2,875 and go up by size, with marketing features sold as a separate add-on.

TOOLGPA REPORT CARD	LISTSERV	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Lite is $2,875 to $4,945 once, nearly six times the $495 middle of this category's one-time prices, and Classic runs to $19,435. HPO is $28,060 or more.
Free plan and trial	C	A free edition is limited to 10 lists of 500 subscribers each, for non-profit hobby or interest lists only, which is a cap you will hit.
Features	C	All list types, archives, self-service, bounce and content handling. Marketing features need the separate Maestro add-on.
Ease of use	D	No store rating on record. It runs on a server you maintain, 64-bit Windows, RHEL or Solaris.
Platforms and integrations	C	Web interface, on Windows, Red Hat Linux and Solaris servers. The listing names no integrations.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who LISTSERV is for

- ✓ Fits if you run discussion lists, for example for a university or a society
- ✓ Works for non-profit hobby lists that fit inside 10 lists of 500 members

Who it is not for

- ✗ Pricey if you are commercial: licences start at $2,875 and climb to $29,440
- ✗ Skip it if you want a price list, as only ranges are published and prices are for the US and Canada
- ✗ Not for you if you need marketing features, which need the Maestro add-on
- ✗ Watch out: the hosted ListPlex service has a $500 per node setup fee and $750 per node a year

Good to know

Good for

- ✓ Universities, governments and associations running many discussion lists and announcement lists
- ✓ Organizations that want to run list software on their own servers with vendor support

Worth knowing

- ⓘ No fixed price list: the vendor publishes perpetual license ranges and asks buyers to contact sales for a quote; academic discounts are mentioned.
- ⓘ Prices shown are for the United States and Canada only.
- ⓘ The hosted ListPlex service charges a $500 per node setup fee, $750 per node a year, and a $1,050 a year support plan for up to 20 lists plus $2.50 per 1,000 deliveries.
- ⓘ Runs on 64-bit Windows, Red Hat Enterprise Linux 7 to 9 and Solaris; marketing features need the separate Maestro add-on.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$2,875 one-time

To start. There is a free plan too

LISTSERV has a free plan. Paid plans start at $2,875 and up, one-time (Lite); free edition for non-commercial use.

LITE FREE EDITION

$0

Freeware limited to 10 lists of up to 500 subscribers each, for non-profit hobby or interest lists. Runs on Windows or Unix.

LISTSERV LITE

$2,875

one-time, perpetual license, up to $4,945 by size

Entry-level version for small workloads. Price depends on lists and subscribers; the vendor publishes only a range. Annual licenses are also offered.

LISTSERV CLASSIC

$2,905

one-time, perpetual license, up to $19,435 by size

The full-featured version, including moderation sharing, topics, content filters and one-click unsubscribe. Price depends on lists and subscribers.

LISTSERV HPO

$28,060

one-time, perpetual license, up to $29,440

High-performance version for large numbers of lists and subscribers.

The free plan

LISTSERV Lite Free Edition: up to 10 mailing lists with 500 subscribers each, for hobby or interest lists that do not make a profit.

Read from lsoft.com on Nov 13, 2026.

Ways to pay less

EDUCATION

Academic discounts

The license pricing page says academic discounts are available; details come from L-Soft sales.

Stated on lsoft.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Email list server software for newsletters and discussion groups. Here is what it does, as its own site describes it, and what it covers: self-hostable, templates, email campaigns.

"

All list types, archives, self-service, bounce and content handling.

From our grade for features

All list types

Supports newsletters, announcement lists and both moderated and unmoderated discussion groups, with open or closed membership.

Archives

Searchable message archives with classic, forum and blog views, plus RSS.

Subscriber self-service

People can subscribe, unsubscribe and set digest or index delivery themselves on one web screen, with double opt-in and one-click unsubscribe on Classic.

Bounce and content handling

Automatic bounce processing, plus content and attachment filters that list owners set on Classic.

Newsletter templates

A library of mobile-friendly HTML newsletter templates and a builder for your own.

Maestro add-on

Adds email marketing and analytics, including tracking, subscriber management and GDPR tools.

Where it runs

Web

What it works with

Its own pages name no integrations.

LISTSERV is made by L-Soft international, Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

2/102

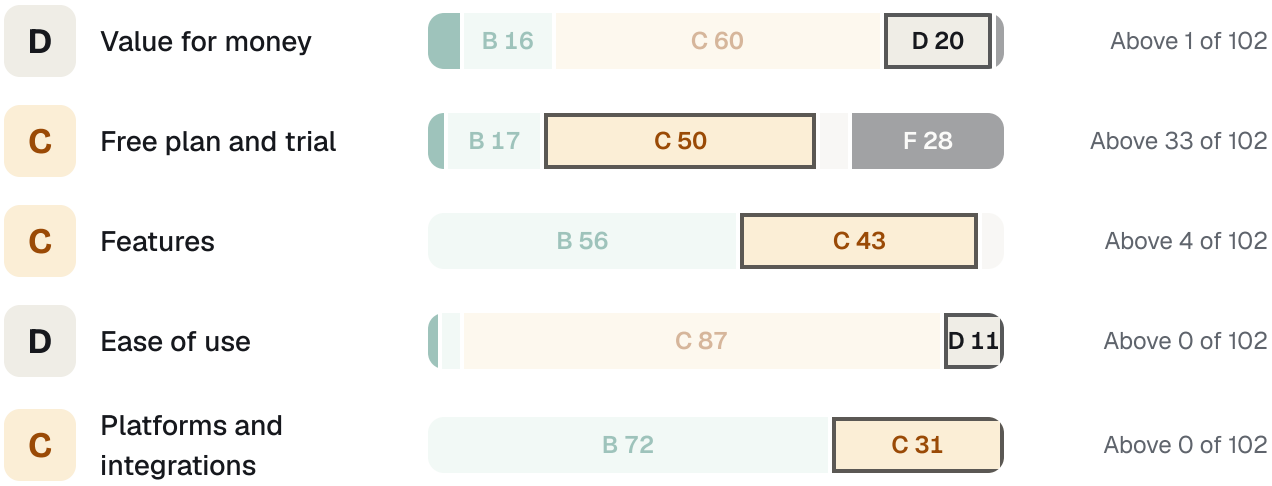
Other email marketing and newsletter tools it is graded above

LISTSERV's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

It stands best on free plan and trial (C, above 33 of 102) and worst on ease of use (D, above 0).

Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. LISTSERV's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace LISTSERV you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 91 of the 102 other email marketing and newsletter tools grade higher. It costs $2,875, paid once.

What you could make

- Templates: an app builder makes this well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.

What this rests on. LISTSERV's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



MailWizz, Mautic, Mailcoach, Sendy and listmonk

The 5 tools LISTSERV is most often weighed against, with where each one differs from it.

M

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MailWizz

From $59/yr

Self-hosted email marketing software sold as a license.

- LISTSERV has a free plan. MailWizz does not.
- MailWizz can be bought with a one-time purchase.
- MailWizz also covers marketing automation.

LISTSERV and MailWizz compared in full

2.4
GPA

Mautic

Free plan · from €247.50/mo

Open source marketing automation you can self-host.

- Mautic is open source, according to its own site.
- LISTSERV also covers templates.
- Mautic also covers marketing automation.

LISTSERV and Mautic compared in full



2.2 GPA

Mailcoach

Free trial · from $9.99/mo

Email campaigns priced by emails sent, hosted or self-hosted.

- LISTSERV has a free plan. Mailcoach does not, though it has a free trial.
- LISTSERV also covers templates.
- Mailcoach also covers marketing automation.

LISTSERV and Mailcoach compared in full



2.0 GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- LISTSERV has a free plan. Sendy does not.
- Sendy can be bought with a one-time purchase.
- LISTSERV also covers templates.

LISTSERV and Sendy compared in full



2.0 GPA

listmonk

Free

Free self-hosted newsletter and mailing list manager.

- listmonk is open source, according to its own site.
- LISTSERV also covers templates.
- listmonk also covers transactional email.

LISTSERV and listmonk compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is LISTSERV free?

LISTSERV has a free plan. LISTSERV Lite Free Edition: up to 10 mailing lists with 500 subscribers each, for hobby or interest lists that do not make a profit.

How much does LISTSERV cost?

LISTSERV lists 4 plans. Lite Free Edition: $0.

What platforms does LISTSERV work on?

LISTSERV is available on Web.

Does LISTSERV offer any discounts?

LISTSERV publicly lists the following: Academic discounts.

Does LISTSERV have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. LISTSERV is listed for Web.

Does LISTSERV have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. LISTSERV is listed for Web.

Is LISTSERV open source?

LISTSERV is not described as open source on its own site, as read on Nov 13, 2026.

Can LISTSERV be self-hosted?

Yes. LISTSERV's own site says it can be run on a server of your own.

Does LISTSERV have a student discount?

Academic discounts. The license pricing page says academic discounts are available; details come from L-Soft sales.

Who makes LISTSERV?

LISTSERV is made by L-Soft international, Inc.

What are the alternatives to LISTSERV?

The closest alternatives to LISTSERV in our directory are MailWizz, Mautic, Mailcoach, Sendy and listmonk.

How does LISTSERV compare with other email marketing and newsletter tools?

LISTSERV's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Could I make my own version of LISTSERV?

To replace LISTSERV you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from LISTSERV's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from LISTSERV's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by L-Soft international, Inc. Prices change, so check lsoft.com before you buy.

lsoft.com/products/listserv_license.asp
lsoft.com/products/listserv_checklist.asp
lsoft.com/download/listservfree.asp
lsoft.com/products/listserv.asp
lsoft.com/products/listserv_os.asp
lsoft.com/products/listplex_pricing.asp

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

LISTSERV, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/listserv

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "LISTSERV: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/listserv
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Know someone choosing between email marketing and newsletter tools?

Send them this guide: toolgpa.com/tools/listserv/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after LISTSERV, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what LISTSERV's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. LISTSERV is a trademark of its owner, and this guide is not made, paid for or approved by L-Soft international, Inc. Prices and plans change: check lsoft.com before you buy.