ToolGPA

NOVEMBER 2026

phpList

The Insider's Guide

Open-source newsletter software, hosted or self-run



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

Made by phpList Ltd · checked Nov 13, 2026 · toolgpa.com

2.2

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Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

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

ToolGPA put this guide together from phpList's own pages, its app-store listings and our grades. Every fact in it is on phpList'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

2.2

GPA, above 42 of the 102 other email marketing and newsletter tools we grade

phpList is open-source software for sending email newsletters, campaigns and announcements, available as a hosted service at phpList.com or to run on your own server. The hosted service is priced either per message or per subscriber, with a small free account. Subscribers are organized into lists and segmented by attributes.

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

> "
>
> **Its own pages also disagree about where the cheapest plan begins.**
>
> From our report card of phpList

1 **Best for newsletters you can host yourself or pay for by the message**

phpList is newsletter software you can run on your own server or rent hosted, with a choice of paying per message or per subscriber.

2 **Paid plans start at $5 a month**

As its pricing page puts it: $5 per month for up to 2,000 messages, billed monthly.

3 **There is a free plan**

Trial account: 300 messages a month, free forever.

4 **It runs on Web**

Web.

5 Lists, attributes and segments

Subscribers are organized into lists with attributes such as name, country and language, and exclude lists refine who receives a campaign.

6 Personalized campaigns

Plain text, HTML and templates with placeholders, plus scheduling and repeat sending.

7 Analytics

Opens, clicks and forwards by campaign, link and subscriber, and Google Analytics integration.

8 A 2.2 GPA, above 42 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 phpList 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.

phpList at a glance

PRICING Free plan, from $5 per month for up to 2,000 messages, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY phpList Ltd	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.2 GPA, fair	

The report card

Best for newsletters you can host yourself or pay for by the message

phpList is newsletter software you can run on your own server or rent hosted, with a choice of paying per message or per subscriber. The hosted prices start low, but the free account stops at 300 messages a month, the price climbs with volume, and a few basics sit behind a Plus option. Its own pages also disagree about where the cheapest plan begins.

TOOLGPA REPORT CARD — **phpList** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Hosted plans start at $5 a month for 2,000 messages, or $8 for 500 subscribers, against $10 for the cheaper quarter of email marketing tools. It climbs fast, though: $60 a month at 30,000 messages and $240 at 150,000.
Free plan and trial	C	The hosted free account allows 300 messages a month, which one small list will use up. The open source edition is free, but you have to host it yourself.
Features	C	Lists, attributes, templates, scheduling, bounce handling and open and click reports are all there. Image storage, extra user accounts and exclude lists need the Plus option, which costs more.
Ease of use	C	No store rating on record. The hosted service takes a sign-up and then lists, templates and domain records to set up, and the self-run edition needs a server on top of that.

SUBJECT	GRADE	COMMENT
Platforms and integrations	C	Web only, with Google Analytics as the one listed integration. No apps for phones or computers.
Grade point average		Fair, out of 4.0 **2.2**

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 phpList is for

- ✓ Fits if you would rather run the newsletter software on your own server than rent it
- ✓ Works for low-volume senders who want to pay per message, not per list size

Who it is not for

- ✗ Tight if you are staying free: the hosted account stops at 300 messages a month
- ✗ Pricey if you send a lot, as pay-per-message reaches $240 a month at 150,000 messages
- ✗ Watch out: image storage, extra user accounts and exclude lists are part of the Plus option, which costs more
- ✗ Watch out: the features page says basic accounts start at US$1 a month, but the pricing slider's lowest paid step is $5
- ✗ Skip it if you want integrations, as the listing names only Google Analytics

Good to know

Good for

- ✓ Senders who want to host the newsletter software themselves
- ✓ Low-volume senders who prefer to pay for messages rather than a monthly list size
- ✓ Organizations that want a message-based or subscriber-based plan to choose from

Worth knowing

- ⓘ The free account stops at 300 messages a month.
- ⓘ Pay-per-message prices climb with volume, to $240 a month at 150,000 messages.
- ⓘ A Plus option raises the price and adds items such as image storage, multiple user accounts and exclude lists.
- ⓘ The features page says basic accounts start at US$1 a month, but the pricing slider's lowest paid step is $5.

PART 02 · PRICING

What it costs

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

$5

A month to start. There is a free plan too

phpList has a free plan. Paid plans start at $5 per month for up to 2,000 messages, billed monthly.

> **The open source edition is free, but you have to host it yourself.**

From our grade for free plan and trial

FREE ACCOUNT

$0

per month for up to 300 messages

Send 300 messages a month at no charge.

PAY-PER-MESSAGE

$5

per month for up to 2,000 messages, billed monthly

Price rises with volume: $60 a month at 30,000 messages. Billing for 6 months saves 5% and annual billing saves 10%.

PAY-PER-SUBSCRIBER

$8

per month for up to 500 subscribers, billed monthly

Covers up to 1 million messages a month. $45 a month at 10,000 subscribers; 5% off for 6 months, 10% off annually.

PRO MARKETER ACCOUNT

Custom

Quote on request, for higher volumes and dedicated networks.

OPEN SOURCE EDITION

$0

Software you host yourself, from phpList.org; community support through forums.

The free plan

Trial account: 300 messages a month, free forever.

Read from phplist.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off annual billing, 5% off 6 months

The pricing slider offers a discount of 5% when paying for 6 months and 10% when paying annually.

Stated on phplist.com

What it does

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

1

Place it runs: Web

Open-source newsletter software, hosted or self-run. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, reports, email campaigns.

> **Lists, attributes, templates, scheduling, bounce handling and open and click reports are all there.**
>
> From our grade for features

Lists, attributes and segments

Subscribers are organized into lists with attributes such as name, country and language, and exclude lists refine who receives a campaign.

Personalized campaigns

Plain text, HTML and templates with placeholders, plus scheduling and repeat sending.

Analytics

Opens, clicks and forwards by campaign, link and subscriber, and Google Analytics integration.

Deliverability handling

Bounce processing, abuse-complaint handling, DKIM and SPF setup, and sender-score and blacklist monitoring on the hosted service.

Double opt-in and unsubscribe handling

Confirmed sign-up, self-service preference updates and a do-not-send list for unsubscribers.

Open source and hosting choice

Run your own copy of the software or use the hosted service; the vendor says there is no vendor lock-in.

Where it runs

Web

What it works with

Google Analytics

phpList is made by phpList Ltd.

Where it stands

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

42/102

Other email marketing and newsletter tools it is graded above

phpList's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

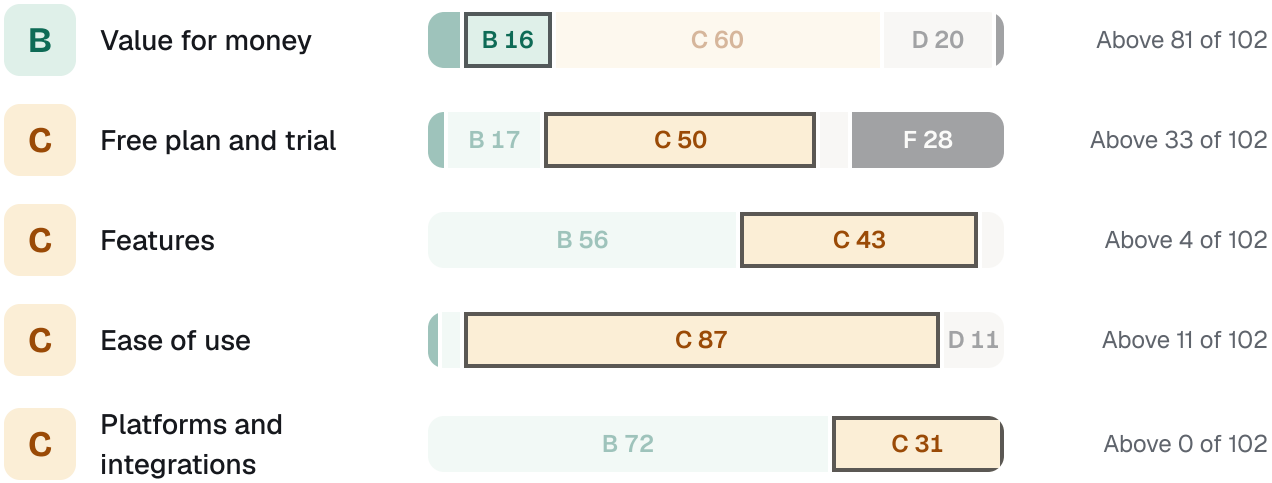
It stands best on value for money (B, above 81 of 102) and worst on platforms and integrations (C, above 0).

Its paid plans start at $5 a month, against a middle price of $19 for the category: 2 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 3 tools score higher and cost less.

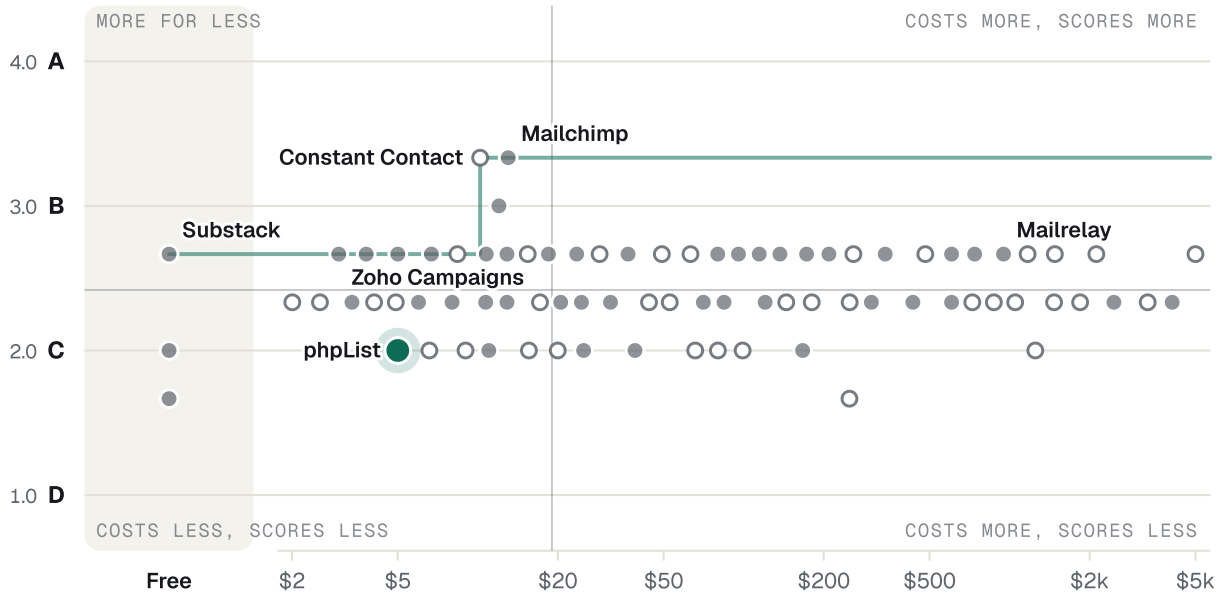
Each grade against the category

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



Price against what you get

Each dot is one of 82 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. phpList is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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 phpList 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.

It costs $60 a year. phpList is open source, so there is a third way: take its code and run it yourself.

What you could make

- Reports: 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. phpList'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



listmonk, Mautic, Sendy, Mailcoach and Keila

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

2.0 GPA

listmonk

Free

Free self-hosted newsletter and mailing list manager.

- phpList also covers reports.
- listmonk also covers transactional email.

phpList and listmonk compared in full

2.4 GPA

Mautic

Free plan · from €247.50/mo

Open source marketing automation you can self-host.

- phpList also covers reports.
- Mautic also covers marketing automation.

phpList and Mautic compared in full



2.0
GPA

Sendy

From $69 one-time

Self-hosted newsletter app that sends through Amazon SES.

- phpList has a free plan. Sendy does not.
- phpList is open source, according to its own site.
- Sendy can be bought with a one-time purchase.

phpList and Sendy compared in full



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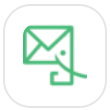
Mailcoach

Free trial · from $9.99/mo

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

- phpList has a free plan. Mailcoach does not, though it has a free trial.
- phpList is open source, according to its own site.
- phpList also covers reports.

phpList and Mailcoach compared in full



2.2
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Keila

Free plan · from €8/mo

Open-source newsletter tool, self-hosted or EU-hosted cloud.

- phpList also covers reports.
- Keila also covers Markdown and forms.

phpList and Keila 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 phpList free?

phpList has a free plan. Trial account: 300 messages a month, free forever.

How much does phpList cost?

phpList lists 5 plans. Free account: $0 per month for up to 300 messages.

What platforms does phpList work on?

phpList is available on Web.

Does phpList offer any discounts?

phpList publicly lists the following: 10% off annual billing, 5% off 6 months.

Does phpList have an Android app?

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

Does phpList have an iPhone app?

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

Is phpList open source?

Yes. phpList is open source, according to its own site. It can also be run on a server of your own.

What does phpList integrate with?

phpList's listing names Google Analytics. A listing names up to eight integrations, so it may connect to more.

Who makes phpList?

phpList is made by phpList Ltd.

What are the alternatives to phpList?

The closest alternatives to phpList in our directory are listmonk, Mautic, Sendy, Mailcoach and Keila.

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

phpList's GPA of 2.2 is higher than 42 of the 102 other email marketing and newsletter tools we grade, and level with 24.

Is phpList good value for money?

ToolGPA grades phpList B for value for money. Its paid plans start at $5 a month, against a middle price of $19 for the category: 2 of the 78 others that charge start lower.

Could I make my own version of phpList?

To replace phpList 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 phpList'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 phpList'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 phpList Ltd. Prices change, so check phplist.com before you buy.

phplist.com/pricing
phplist.com/features
phplist.org/
phplist.com/js/pricingjs.php
phplist.com/

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

phpList, kept up to date

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

toolgpa.com/tools/phplist

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, "phpList: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/phplist
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after phpList, 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 phpList'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. phpList is a trademark of its owner, and this guide is not made, paid for or approved by phpList Ltd. Prices and plans change: check phplist.com before you buy.