PUBLISHING + AUDIENCE GROWTH

Jetpack Newsletter

Turn WordPress blog posts into email newsletters, right from your publishing workflow.

At a glance

Free to start

Newsletter is included with Jetpack. A paid Jetpack plan is not required to send free newsletters.

Built for publishers

For WordPress site owners building an email audience around their posts.

Room to grow

Unlimited sends and subscribers are an introductory offer, subject to fair use and future change. Imports have separate limits.

Conversion path: start with the site owner

Send readers to https://jetpack.com/newsletter/

The **Start for free** button leads to cloud.jetpack.com/pricing/jetpack-free/welcome, with Jetpack download and installation instructions.

Who takes action: the WordPress site owner or administrator setting up a newsletter. Have a public WordPress site, administrator access, and a WordPress.com account ready. Install and connect Jetpack, enable Jetpack Blocks, then turn on subscriptions under Jetpack → Newsletter. See the installation requirements.

Core talking points

Publish and send together

Use Post & Email to publish a new post and email subscribers, or Post only to publish without sending. Preview the email and send a test before publication. Pages, custom post types, and edits to published posts do not trigger newsletters.

Make the email feel like yours

Customize the sender name, byline, welcome message, and full-post or excerpt delivery. Replies can go to the author's email or become pending comments. Newsletter emails use donotreply@wordpress.com as the sending address.

Choose who gets access

Audience controls post access and email recipients: everyone, subscribers, or paid subscribers. The send-email choice is separate. Paid access requires a configured paid tier.

Give readers ways to connect

Add a Subscribe block to a post, page, or widget area. Content can appear in the WordPress.com Reader. Readers can choose immediate emails or daily or weekly digests.

CORE TALKING POINTS / CONTINUED

Bring your audience. Build a paid offering.

Offer something for paying readers

Connect Stripe and create a paid tier to offer premium content. Set monthly and annual prices, restrict a whole post, or use a Paywall block to leave a public preview.

Paid newsletters require Jetpack Blocks and the WordPress block editor. Payments are available in Stripe-supported countries. The paid-audience option becomes available after Stripe is connected and a paid tier is live.

Keep the costs clear

Free / no paid Jetpack plan	**10%**
Jetpack Security	**4%**
Jetpack Growth or Complete	**2%**

These are Jetpack's fees on paid-newsletter revenue. **Stripe processing fees are additional.** Paid Jetpack plan costs are separate. If a paid Jetpack plan expires, Jetpack's transaction fee returns to 10%. See the fee guide.

Move your subscriber list with clear expectations

Import a CSV file or add addresses manually. Have permission to email the people on your list, and clean up invalid or outdated addresses before importing.

How subscribers join	What to know
Direct subscriptions	No cap on people subscribing through your form or the WordPress.com Reader. The product's fair-use and introductory-offer conditions still apply.
Free-plan imports	**100 subscribers total**, combining CSV imports and manual additions. The allowance does not reset for each upload.
Supported paid plans	Growth, Social, Security, Complete, and legacy Creator support imports up to **10,000** subscribers. Larger imports require manual review.

Your subscriber list can also be downloaded as a CSV file for use on another platform. See the import guide and export guide.

What readers experience

New email subscribers receive a WordPress.com account when they confirm their subscription. The welcome message follows email confirmation. Subscribers can manage delivery preferences and access subscriber-only content through their account.

ANGLES BY PARTNER TYPE

Find the angle for your audience

Concrete product details, with room for your own experience and editorial judgment.

WRITTEN COMPARISONS

The publishing workflow and the economics

Useful comparison dimensions include the WordPress publishing workflow, free-newsletter availability, CSV portability, and the separate costs of paid subscriptions.

Keep direct signup capacity distinct from import limits. For paid newsletters, assess plan charges, revenue fees, and processing costs together.

REVIEWS + EXPLAINERS

What the reader actually experiences

The signup, confirmation, welcome email, and delivery preferences offer a concrete lens on the subscriber experience. The public guides support an explainer without product access.

With an existing connected site, sender settings, excerpts, and reply handling can be examined firsthand.

VIDEO + STREAMING

From a post to an email preview

On an existing Jetpack-connected site with block-editor access, the Subscribe block, email preview, test send, and publish controls provide a compact demonstration.

Without site access, the public setup path and its preparation checklist still give viewers a useful starting point.

Naming and brand usage

Use **Jetpack Newsletter** and the official Jetpack logo files. Automattic's assets are reserved for Automattic and licensed partners, with editorial use permitted under its brand terms.

Questions and contact

Have questions about product access, content, migration, or partner links? **Reach out to our team** and we'll help you get what you need.

Resources and links

Newsletter guide · Email customization · Paid newsletter setup · Import subscribers · Export subscribers · Transaction fees · Official logos