

Ghost Review

Pricing, pros, cons and practical fit

Writers, publishers, and newsletter businesses that want content and memberships in one focused platform.

QUICK FACTS

At a glance

Starting price	Free self-hosted; Ghost(Pro) from \$18/mo billed yearly
Free plan	Yes
Free trial	Yes
Difficulty	Medium
Last verified	Oct 2026
Best for	Content Creator, Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Integrated editorial publishing, newsletter, membership, and subscription features.

MAIN LIMITATION

Less suited to highly customized business applications or broad plugin-driven workflows.

WISETECHLIST VERDICT

Should you use Ghost?

Excellent publishing-centric CMS, but not the broadest choice for complex site builders.

USE CASES

What can you use Ghost for?

- Independent publications
- Paid newsletters
- Creator memberships
- Editorial websites
- Subscription communities

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Focused writing interface
- Built-in newsletter tools
- Member management
- Subscription support
- SEO features and APIs

WHAT TO CONSIDER

- Self-hosting requires server skills
- External email delivery may cost extra
- Managed plans have tier limits
- Less general-purpose than WordPress

PRACTICAL FIT

How Ghost fits a small business workflow

WHAT IT IS

Ghost is an open-source Node.js publishing platform with an optional managed service called Ghost(Pro).

WHERE IT FITS

Choose self-hosting or Ghost(Pro), configure publication/theme, import subscribers if needed, create posts and newsletters, then grow memberships.

WHEN IT MAY NOT FIT

Not a general-purpose application framework; self-hosting requires infrastructure and separate services for some features.

DECISION GUIDE

Who should choose it?

GOOD FIT

Publishers and creators prioritizing writing, audience growth, and recurring reader relationships.

SKIP IF

Businesses needing highly customized data models, complicated workflows, or large plugin ecosystems.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/ghost/>