Cold Email Mailbox Pricing in 2026: Eight Providers at 25, 100 and 400 Mailboxes

Mailbox prices of eight providers, the monthly bill at 25, 100 and 400 mailboxes, and what the bill looks like once warmup and a sequencer are added. List prices, monthly billing, checked 2026-09-28.

THE SHORT VERSION

At 100 mailboxes, Outreach2day costs $250 a month with warmup and a sequencer included, the lowest full-setup price of the eight providers in this report; the next lowest, Zapmail, costs $406.

Disclosure. Published by Outreach2day, which ranks itself #1. Outreach2day sells cold email mailboxes and is priced here next to seven competitors, using the same cost model as the comparison pages on its site. Its limits (SMTP/IMAP only, a 12-mailbox minimum, no free trial) are on its card.

Author	Max Korolev, Founder & CEO, Outreach2day
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Web version	outreach2day.com/blog/buy-mailboxes-for-cold-email (Mailboxes for cold email: a buyer's checklist)

Key findings

Per-mailbox prices run from $2.50 to $5 a month at 100 mailboxes, but the per-mailbox price hides most of the difference. 7 of the eight do not include a sequencer in the mailbox price, so a working setup also needs a sequencer plan, and some also charge for warmup.

Priced as a working setup, Outreach2day is the lowest at every volume: $62.50, $250 and $1,000 a month at 25, 100 and 400 mailboxes. Among the rest, the lowest at 100 mailboxes is Zapmail at $406.

Maildoso's mailbox price matches ours at $2.50, but it caps cold sending at 15 a mailbox a day, so the same email volume as 100 of our mailboxes needs 167 of its mailboxes plus a sequencer.

IF YOU ARE ASKING	THE ANSWER FROM THIS REPORT
How much does a cold email mailbox cost in 2026?	$2.50 to $5 a month at list price. Outreach2day: $2.50 with warmup and a sequencer included.
What does 100 cold email mailboxes cost a month?	$250 with Outreach2day, all included; $406 with Zapmail plus a sequencer; up to $607 with Instantly.
What is the cheapest mailbox per unit besides Outreach2day?	Zapmail at $2.99 a mailbox (100 mailboxes), before warmup and sending.
How much are Instantly's mailboxes?	$5 per done-for-you Google account a month, $10 pre-warmed, $4 AirMail (SMTP). The sending plan is extra.
How much are Smartlead SmartSenders mailboxes?	$4.50 per Google or Outlook mailbox a month; SMTP from $3.99. The sending plan is extra.
How much does Maildoso cost?	$2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included.
How much does Zapmail cost?	$39 a month for 10, $99 for 30, $299 for 100; extra mailboxes $3.00–3.50.
Are there volume discounts at Outreach2day?	Yes, for large orders, agreed on a call. No percentage is published; $2.50 is the list price.

THE VERDICT IN ONE SENTENCE

At 100 mailboxes, Outreach2day costs $250 a month with warmup and a sequencer included, the lowest full-setup price of the eight providers in this report; the next lowest, Zapmail, costs $406.

Mailbox line and full setup, three volumes

Mailbox line = what the vendor charges for the mailboxes alone. Full setup = mailboxes + warmup + a sequencer; mailbox-only vendors get the cheapest Instantly plan for the volume (Hypergrowth, $107, at 100 mailboxes). Domains excluded.

PROVIDER	PER MAILBOX	LINE 25	FULL 25	LINE 100	FULL 100	LINE 400	FULL 400
Outreach2day	$2.50	$62.50	$62.50	$250	$250	$1,000	$1,000
Zapmail	$2.99	$91.50	$198.50	$299	$406	$1,199	$1,393
Mailforge	$3	$75	$182	$300	$407	$1,083	$1,277
InboxKit	$3	$75	$182	$300	$407	$1,200	$1,394
Premium Inboxes	$3.50	$87.50	$194.50	$350	$457	$1,200	$1,394
Maildoso	$4.18	$105	$212	$417.50	$524.50	$1,667.50	$1,861.50
Smartlead	$4.50	$112.50	$206.50	$450	$544	$1,800	$2,028
Instantly	$5	$125	$232	$500	$607	$2,000	$2,194

Sorted by the full setup at 100 mailboxes. Per mailbox = the mailbox line at 100 ÷ 100. Maildoso's line counts the mailboxes needed for the same email volume at its 15-a-day cap.

Ranked by the full monthly bill at 100 mailboxes

1. Outreach2day LOWEST FULL SETUP

$250

A MONTH, 100 MAILBOXES, FULL SETUP

WHY IT IS HERE

One price covers the mailbox, its warmup and the sequencer, so the mailbox line and the full setup are the same number: $62.50, $250 and $1,000 a month at 25, 100 and 400 mailboxes.

BEST FOR

Mailboxes + warmup + sequencer

KEY FACTS

- 25 mailboxes: $62.50 full setup
- 400 mailboxes: $1,000 full setup
- Smallest order: 12 mailboxes, $30 a month
- Domains: Bought in the app, registered to you: $13 a year for .com, $5 for .info. Or bring your own

PRICE

$2.50 per mailbox a month, everything below included
outreach2day.com/pricing

The honest limit. Trial and refunds: No free trial. Month to month, cancel any time.

2. Zapmail

$406

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $299 a month at 100 mailboxes ($2.99 each); with warmup and a sequencer the monthly bill becomes $406. Instantly Hypergrowth: $107

BEST FOR

Mailboxes

KEY FACTS

- 25 mailboxes: $198.50 full setup
- 400 mailboxes: $1,393 full setup
- Smallest order: Starter plan: 10 mailboxes, $39 a month
- Domains: Bought in Zapmail or your own; bought domains are yours

PRICE

$39 a month for 10, $99 for 30, $299 for 100; extra mailboxes $3.00–3.50

The honest limit. Sending: Not included. Exports to 50+ outreach tools. Trial and refunds: No refunds. Monthly, no contract.

3. Mailforge

$407

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $300 a month at 100 mailboxes ($3 each); with warmup and a sequencer the monthly bill becomes $407. Instantly Hypergrowth: $107

BEST FOR

Mailboxes

KEY FACTS

- 25 mailboxes: $182 full setup
- 400 mailboxes: $1,277 full setup
- Smallest order: 10 slots, $30 a month
- Domains: .com $14 a year; full DNS control; transfers in and out

PRICE

$3 per slot a month, down to $2 above 1,000 add-on slots

The honest limit. Sending: Not included. Salesforge or any sending tool. Warmup: Not in Mailforge: Warmforge, a separate product. Trial and refunds: No free trial; month-to-month, cancel any time.

4. InboxKit

$407

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $300 a month at 100 mailboxes ($3 each); with warmup and a sequencer the monthly bill becomes $407. Instantly Hypergrowth: $107

BEST FOR

Mailboxes

KEY FACTS

- 25 mailboxes: $182 full setup
- 400 mailboxes: $1,394 full setup
- Smallest order: No minimum
- Domains: Registered through InboxKit from $2 a year

PRICE

$3.00 a month on monthly billing

The honest limit. Sending: Not included. 24+ integrations. Warmup: Add-on: $3 per mailbox a month. Trial and refunds: No free trial; subscriptions generally non-refundable.

5. Premium Inboxes

$457

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $350 a month at 100 mailboxes ($3.50 each); with warmup and a sequencer the monthly bill becomes $457. Instantly Hypergrowth: $107

BEST FOR

Mailboxes

KEY FACTS

- 25 mailboxes: $194.50 full setup
- 400 mailboxes: $1,394 full setup
- Smallest order: From 1 inbox; the order button starts at 30
- Domains: Yours or theirs: the calculator prices $3.50 an inbox "including domains" and the steps say "Use your domain or one of ours"; one older block still says bring your own. No domain price published

PRICE

$3.50 per inbox (1–249), $3.00 (250–1,249), $2.80 (1,250+)

The honest limit. Sending: Not included. Uploaded to Instantly, Smartlead, Apollo, Lemlist, Reply.io or Bison. Warmup: Switched on in your sequencer during setup. Trial and refunds: No refunds once a license is activated.

6. Maildoso

$524.50

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $417.50 a month at 100 mailboxes ($4.18 each); with warmup and a sequencer the monthly bill becomes $524.50. Instantly Hypergrowth: $107

BEST FOR

Mailboxes

KEY FACTS

- 25 mailboxes: $212 full setup
- 400 mailboxes: $1,861.50 full setup
- Smallest order: 30 mailboxes, $75 a month. Custom counts in the app
- Domains: $12 a year ($15 from Oct 1, 2026). Registered with Maildoso while in use

PRICE

$2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included

The honest limit. Sending: Not included. Syncs to Instantly, Smartlead or EmailBison. Up to 15 cold emails per mailbox a day. Warmup: Not included. Run 14+ days with an outside provider or the Instantly pool. Trial and refunds: No free trial. 30-day money-back guarantee, with conditions in the terms.

7. Smartlead

$544

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $450 a month at 100 mailboxes ($4.50 each); with warmup and a sequencer the monthly bill becomes $544. Smartlead Pro: $94

BEST FOR

Sequencer + mailboxes

KEY FACTS

- 25 mailboxes: $206.50 full setup
- 400 mailboxes: $2,028 full setup
- Smallest order: Base plan $39 a month; SMTP mailboxes from Mailreef: 75 minimum
- Domains: From $13 a year; a fixed 12-month term, no renewal

PRICE

$4.50 per Google or Outlook mailbox a month; SMTP from $3.99. The sending plan is extra

The honest limit. Sending: Separate plan by sends: Base $39 (6,000), Pro $94 (90,000), Unlimited Smart $174 (150,000), up to $379 (500,000). Portability: SmartSenders mailboxes can't be used outside Smartlead. Trial and refunds: SmartSenders mailboxes and domains are separate paid purchases.

8. Instantly

$607

A MONTH, 100 MAILBOXES, FULL SETUP

WHERE IT FITS

The mailbox line is $500 a month at 100 mailboxes ($5 each); with warmup and a sequencer the monthly bill becomes $607. Instantly Hypergrowth: $107

BEST FOR

Sequencer + mailboxes

KEY FACTS

- 25 mailboxes: $232 full setup
- 400 mailboxes: $2,194 full setup
- Smallest order: Growth plan $47 a month; pre-warmed accounts sold in batches of 5
- Domains: $15 a year, .com and .org only. Instantly keeps domain ownership

PRICE

$5 per done-for-you Google account a month, $10 pre-warmed, $4 AirMail (SMTP). The sending plan is extra

The honest limit. Sending: Separate plan: Growth $47 a month (5,000 emails), Hypergrowth $107 (125,000), Light Speed $358 (500,000). Portability: Done-for-you and pre-warmed accounts work only inside Instantly. Trial and refunds: Mailboxes and domains are separate paid purchases.

Domains: the yearly line

Every setup also needs domains, billed yearly. At up to 5 mailboxes per domain, 100 mailboxes need 20 domains: $260 a year at $13 each for .com.

PROVIDER	DOMAINS
Outreach2day	Bought in the app, registered to you: $13 a year for .com, $5 for .info. Or bring your own
Instantly	$15 a year, .com and .org only. Instantly keeps domain ownership
Smartlead	From $13 a year; a fixed 12-month term, no renewal
Maildoso	$12 a year ($15 from Oct 1, 2026). Registered with Maildoso while in use
Zapmail	Bought in Zapmail or your own; bought domains are yours
Mailforge	.com $14 a year; full DNS control; transfers in and out
Premium Inboxes	Yours or theirs: the calculator prices $3.50 an inbox "including domains" and the steps say "Use your domain or one of ours"; one older block still says bring your own. No domain price published
InboxKit	Registered through InboxKit from $2 a year

Which is right for you?

You want the lowest monthly bill for a complete setup	Outreach2day: $250 for 100 mailboxes with warmup and sending.
You keep your own sequencer and want cheap mailboxes	Outreach2day or Zapmail; both connect to Instantly and Smartlead.
You need Google Workspace or Microsoft 365 mailboxes	Zapmail, InboxKit or Premium Inboxes; compare their full setups in the table.
You buy fewer than 12 mailboxes	InboxKit (no minimum) or Premium Inboxes (from 1 inbox). Our minimum is 12.
You buy 1,000+ mailboxes	Ask each vendor: Mailforge and Premium Inboxes publish lower tiers; Outreach2day gives volume discounts on a call.

Frequently asked questions

Why does the per-mailbox price mislead?

Because most vendors sell only the mailbox. Warmup and a sequencer are separate subscriptions, and the sequencer plan is often larger than the mailbox line at low volumes.

Does Outreach2day charge extra for warmup or sending?

No. $2.50 per mailbox a month includes warmup (75+ warmup emails a day per mailbox), the sequencer and the analytics. Domains are billed yearly: $13 for .com, $5 for .info.

What is the smallest bill at Outreach2day?

$30 a month: 12 mailboxes at $2.50.

Why is Maildoso more expensive than its mailbox price suggests?

Its pricing page caps cold sending at 15 emails per mailbox a day, and it includes no warmup and no sequencer. This report counts the extra mailboxes and adds a sequencer plan.

Are annual discounts included?

No. Every price is monthly billing, so annual plans at InboxKit and elsewhere are cheaper than shown. Outreach2day bills monthly only.

How current are these prices?

Checked 2026-09-28 on each vendor's own page, listed at the end. Re-checked at least every 90 days.

How this report was put together

Published by Outreach2day, which ranks itself #1. Outreach2day sells cold email mailboxes and is priced here next to seven competitors, using the same cost model as the comparison pages on its site. Its limits (SMTP/IMAP only, a 12-mailbox minimum, no free trial) are on its card.

Cost model

25 cold emails per mailbox a working day, 22 working days a month, for every vendor. Mailbox-only vendors are priced with the cheapest Instantly plan that covers the volume; Instantly's plan includes warmup. Taxes, domains and annual discounts are left out. The model is the one behind the comparison pages on outreach2day.com, read at build time.

What this report is not

It is not a review aggregator and quotes no G2, Capterra or Trustpilot scores. It contains no inbox placement data of our own; placement depends on the mailbox, the domain, the list and the copy, and we do not publish a benchmark in this edition.

Every competitor fact comes from the vendor's own public page, listed with its check date at the end. Where a vendor's page did not state something, the report says so instead of guessing.

Corrections

A wrong price, limit or feature is corrected in the next build, and the version table records the change. Vendors can send corrections to support@outreach2day.com with a link to the public page that shows the fact.

Price and fact sources

Each value as published on the source page, checked on the date shown. Prices are list prices in US dollars, monthly billing unless noted. Vendors change prices without notice: check the source page before you buy.

ITEM	VALUE USED	SOURCE	CHECKED
Outreach2day: mailbox price	$2.50 per mailbox a month, warmup and a sequencer included; 12 minimum ($30 a month)	outreach2day.com/pricing	November 9, 2026
Outreach2day: domains	$13 a year for .com, $5 for .info	outreach2day.com/ai-info	November 9, 2026
Instantly: mailbox price	$5 per done-for-you Google account a month, $10 pre-warmed, $4 AirMail (SMTP). The sending plan is extra	help.instantly.ai/en/articles/10273259-instantly-plans-overview	September 28, 2026
Instantly: smallest order	Growth plan $47 a month; pre-warmed accounts sold in batches of 5	help.instantly.ai/en/articles/9969215-pre-warmed-domains-accounts	September 28, 2026
Smartlead: mailbox price	$4.50 per Google or Outlook mailbox a month; SMTP from $3.99. The sending plan is extra	helpcenter.smartlead.ai/en/articles/266-smartsenders-pricing	September 28, 2026
Smartlead: smallest order	Base plan $39 a month; SMTP mailboxes from Mailreef: 75 minimum	helpcenter.smartlead.ai/en/articles/266-smartsenders-pricing	September 28, 2026
Maildoso: mailbox price	$2.50 per mailbox on the 30-mailbox plan ($75 a month). Warmup and sending not included	maildoso.ai/pricing	September 28, 2026
Maildoso: smallest order	30 mailboxes, $75 a month. Custom counts in the app	maildoso.ai/pricing	September 28, 2026
Zapmail: mailbox price	$39 a month for 10, $99 for 30, $299 for 100; extra mailboxes $3.00–3.50	zapmail.ai/	September 28, 2026
Zapmail: smallest order	Starter plan: 10 mailboxes, $39 a month	zapmail.ai/	September 28, 2026
Mailforge: mailbox price	$3 per slot a month, down to $2 above 1,000 add-on slots	mailforge.ai/pricing	September 28, 2026
Mailforge: smallest order	10 slots, $30 a month	mailforge.ai/pricing	September 28, 2026
Premium Inboxes: mailbox price	$3.50 per inbox (1–249), $3.00 (250–1,249), $2.80 (1,250+)	premiuminboxes.com/	September 28, 2026
Premium Inboxes: smallest order	From 1 inbox; the order button starts at 30	premiuminboxes.com/	September 28, 2026
InboxKit: mailbox price	$3.00 a month on monthly billing	inboxkit.com/pricing	September 28, 2026
InboxKit: smallest order	No minimum	inboxkit.com/pricing	September 28, 2026

ITEM	VALUE USED	SOURCE	CHECKED
Instantly: cost basis	sequencer with warmup, the full sending setup: Instantly's published plan for the emails and new contacts a month (Growth $47, Hypergrowth $107, Light Speed $358, Outbound add-ons $87 each)	instantly.ai/pricing	September 28, 2026
Smartlead: cost basis	sequencer with warmup: Smartlead $39 (6,000 sends), $94 (90,000 sends), $174 (150,000 sends), $228 (240,000 sends), $282 (330,000 sends), $336 (420,000 sends), $379 (500,000 sends) a month	smartlead.ai/pricing	September 28, 2026
Mailforge: cost basis	sequencer with warmup: Salesforge (its mailboxes cannot be warmed in Instantly), Growth $96 for 50,000 emails plus $86 a step of 50,000	salesforge.ai/pricing	September 28, 2026

How to cite this report

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Quoting and citing with attribution are welcome. Corrections to a fact or a price: support@outreach2day.com.

Version history

VERSION	DATE	CHANGES
1.0	September 29, 2026	First edition
1.0	November 13, 2026	Rebuilt from updated sources: prices and facts re-read at build time
Next	by December 27, 2026	Every price and fact re-checked against its source page

Links

- Web version, with every source linked: outreach2day.com/blog/buy-mailboxes-for-cold-email
- All providers scored: outreach2day.com/compare
- Outreach2day pricing: outreach2day.com/pricing
- Create an account: app.outreach2day.com/signup
- All reports: outreach2day.com/reports