Amazon SNS pricing

Why Amazon Simple Notification Service (SNS)?

With Amazon Simple Notification Service (SNS), there are no upfront fees, no required minimum commitments, and no long-term contracts. You pay only for what you use, based on type of topic used. SNS topics are defined as Standard topics or FIFO topics. You will be charged at the end of the month for your usage.

AWS Pricing Calculator

Calculate your Amazon SNS and architecture cost in a single estimate.

Create your custom estimate now »

Standard topics

Amazon Simple Notification Service (Amazon SNS) Standard topic pricing is based on the number of monthly API requests made, and the number of deliveries to various endpoints (the cost of the delivery depends on the endpoint type).

API Requests

Region:

Europe (London)

- Standard topic requests include publishes, batch publishes, topic owner operations, and subscription owner operations
- First 1 million Amazon SNS requests per month are free, $0.50 per 1 million requests thereafter

Note: Each 64KB chunk of published data is billed as 1 request. For example, a single publish with a 256KB payload is billed as four requests.

Notification deliveries

Region:

Europe (London)

Endpoint Type	Free Tier	Price
Mobile Push Notifications	1 million notifications	$0.67 per million notifications
Email/Email-JSON	1,000 notifications	$2.00 per 100,000 notifications
HTTP/s	100,000 notifications	$0.60 per million notifications
Simple Queue Service (SQS)	No charge for deliveries to SQS Queues. Standard SQS pricing applies. Data transfer charges apply between Amazon SNS and Amazon SQS.	
AWS Lambda	No charge for deliveries to Lambda. Standard Lambda pricing applies. Data transfer charges apply between Amazon SNS and Lambda.	
Amazon Data Firehose	Standard Amazon Data Firehose pricing applies. Data transfer charges apply between SNS and Amazon Data Firehose.	$0.234 per million notifications

Note: With the exception of SMS messages, each 64KB chunk of delivered data is billed as 1 delivery. For example, a single notification with a 256KB payload is billed as four deliveries.

FIFO topics

Amazon SNS FIFO topic pricing is based on the number of published messages, the number of subscribed messages, and their respective amount of payload data.

Subscription messages are calculated by multiplying the number of published messages and the number of subscriptions. Both filtered and delivered messages count towards the number of subscription messages.

API Requests & Payload Data

Region:

Note: Each message from 1KB to 256KB is billed as one message. Any message smaller than 1KB is rounded up to 1KB.

How are Amazon SNS charges metered?

Standard Topic API Requests	Every publish, publish batch, topic owner operation, and subscription owner operation counts as a request.
FIFO Topic API Requests	API requests for publishing messages to FIFO topics are charged at FIFO rates. All other API requests are charged at standard rates.
Payload Size	For Standard topics, each 64 KB chunk of a payload is billed as 1 request. For FIFO topics, each message up to 256 KB is billed as one message with a minimum of 1 KB, in addition to the charge per GB of payload data.
Extending Payload Size with Amazon S3	For Standard topics, when using the Amazon SNS Extended Client Library to send payloads using Amazon Simple Storage Service (Amazon S3), you incur Amazon S3 charges for any Amazon S3 storage you use to send message payloads.
Interaction with AWS KMS	For Standard and FIFO topics, when using the AWS Key Management Service (AWS KMS) to manage keys for Amazon SNS server-side encryption, you incur AWS KMS charges. For more information see AWS KMS pricing and How Do I Estimate My AWS KMS Usage Costs in the Amazon SNS Developer Guide.

Data transfer

Region:

For Data Transfer exceeding 500TB/Month please Contact Us

Except as otherwise noted, our prices are exclusive of applicable taxes and duties, including VAT and applicable sales tax. For customers with a Japanese billing address, use of AWS is subject to Japanese Consumption Tax. Learn more.

Data transfer "in" and "out" refers to the data transfer into and out of Amazon SNS. Data transferred into Amazon SNS is free of charge. Amazon SNS does not charge for per-message notification delivery when delivering messages to Amazon SQS and AWS Lambda, but does charge for the amount of data transferred from Amazon SNS to Amazon SQS or AWS Lambda, when messages are delivered. Data transferred from Amazon SNS to Amazon SQS or AWS Lambda is charged at Internet Data Transfer rates, as shown in the above table, whether the data transfer occurs within a single AWS region or across different AWS regions.

Data transferred between Amazon SNS and Amazon EC2 within a single region is free of charge (i.e., $0.00 per GB). Data transferred between Amazon SNS and Amazon EC2 in different regions will be charged at Internet Data Transfer rates on both sides of the transfer.

* Your free usage is calculated each month across all regions and automatically applied to your bill – free usage does not accumulate.
** As part of AWS's Free Usage Tier, new AWS customers will receive free 15 GB of data transfer out each month aggregated across all AWS services for one year.
*** Data transfer out rate tiers aggregate outbound data transfer across Amazon EC2, AWS Lambda, Amazon EBS, Amazon S3, Amazon Glacier, Amazon RDS, Amazon SimpleDB, Amazon SQS, Amazon SNS, Amazon DynamoDB, AWS Storage Gateway, and Amazon VPC.

Message filtering

Amazon SNS message filtering pricing depends on the filtering method. Attribute-based message filtering is free, while payload-based message filtering is based on the total amount of outbound payload data scanned for each subscription with an active filter policy. Both filtered and delivered messages count towards the amount of outbound payload data scanned.

Region:

Note: Each outbound message scanned will be billed for a minimum of 1 KB of scanning.

Message archiving & replay

Message archiving and replay pricing is based on the amount of data you store and the length of time the data is stored for.

Region:

Note: Any data that is archived will be billed for a minimum of 1 day of storage and message replay is billed at the existing FIFO API Requests and Payload data rates.

Message data protection

Amazon SNS message data protection pricing is based on the amount of payload data that is scanned and the amount of audit report data generated.

Region:

Note: Each message that is scanned and protected (blocked or de-identified) will be billed for a minimum of 1KB of message scanning.

Worldwide SMS

Amazon SNS also offers scalable SMS (text) messaging to 200+ countries leveraging AWS End User Messaging. It has no upfront costs and you can pay as you go. With Amazon SNS, you can also mark your SMS messages as Transactional or Promotional based on the use case and content of your messages. To learn more about message types, visit the FAQs.

The price for sending SMS messages varies by destination country. In some cases, the price also includes a telecom carrier fee for the destination phone number. For some countries, to successfully send SMS messages, you are required to purchase and use dedicated origination identities. Starting November 1, 2024, charges for SMS services will appear under AWS End User Messaging on your AWS bill. There will be no changes to pricing as part of this change. To learn more about the price of sending SMS and the price of owning and operating with an origination identity, visit the Amazon SNS SMS pricing page.

Additional pricing resources

AWS Pricing Calculator
Easily calculate your monthly costs with AWS

Get Pricing Assistance
Contact AWS specialists to get a personalized quote

Learn how to get started with Amazon SNS

Visit the getting started page

Ready to build?
Get started with Amazon SNS

Have more questions?
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Learn how to start using AWS in minutes

AWS Free Tier
Gain free, hands-on experience with AWS for 12 months

Proven Security to Accelerate Your Innovation
Find the resources you need to build, run, and scale your applications on the most secure cloud computing environment available today »

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