

If you're considering upgrading from **ChatGPT Free** to **ChatGPT Plus**, it's essential to understand how pricing varies depending on where and how you subscribe. *OpenAI* lists ChatGPT Plus at a straightforward \$20/month on the US web store. Yet, that \$20 is often just the starting point before taxes, platform fees, and limited subscription options affect your real spend.

As someone who has audited checkout flows, VAT handling, and subscription funnels across consumer software for over a decade, let me walk you through the best way to **compare iOS, Android, and web prices** before committing to ChatGPT Plus. I'll also cover the nuances of trial offers—because there's not just one way to test Plus—and why you should always *open checkout on desktop and a mobile device simultaneously*. Spoiler: there's often a device delta of 10-15% in price depending on your platform.



Understanding ChatGPT Plus List Price vs Real Price After VAT/GST

OpenAI's list price for ChatGPT Plus on the web is \$20 per month in the US. However, that number doesn't always reflect what you'll actually pay. Taxes like VAT (Value Added Tax) in Europe or GST (Goods and Services Tax) in places like Australia are added after the base price. On iOS and Android, additional platform fees can also influence the final price.

For example:

Platform	Base Price	VAT/GST	Platform Fees	Estimated Final Price
Web (US)	\$20.00	\$0 (no VAT in US)	\$0	\$20.00
Web (EU, 20% VAT)	€20.00 (approx \$22)	€4.00 (approx \$4.40)	\$0	~\$26.40
iOS (US)	\$20.00	\$0	Apple's cut (~15-30%) included in price	\$20 (Apple may increase list price accordingly)
Android (US)	\$20.00	\$0	Google Play fee (~15%) included or reflected in price	\$20 or slightly higher depending on region

Takeaway: You need to account for VAT/GST where applicable and understand that platform fees are typically baked into the prices on iOS and Android, which may cause ~10-15% delta versus buying on the web.



Why Open Checkout on Desktop and Mobile Before Subscribing

Here's what kills me: this is my favorite tip for any subscription purchase: open checkout windows simultaneously on two devices, ideally desktop and your phone. Here's why:

- **Price differences:** Some platforms may show a different final subscription price due to regional taxes or platform fees.
- **Payment methods:** The payment methods supported may vary—desktop might allow credit cards or PayPal, while mobile might route payments through Apple Pay or Google Pay.
- **Billing currency & formatting:** Display formatting changes can help you verify the exact amount to be billed monthly.

Before clicking the "Subscribe" button for ChatGPT Plus, open the checkout flow on your desktop web browser and your mobile device app (iOS or Android). Compare the final price, currency, tax amount, and payment confirmation screens carefully. This simple practice uncovers the infamous *device delta* of 10-15%, a well-known 'auto-renew gotcha' in app store subscriptions.

Web vs iOS vs Android: The Pricing Differences Explained

OpenAI offers ChatGPT Plus on all three main platforms, but how that \$20/month price translates varies:

Web Checkout

Buying directly on OpenAI's site using a desktop or [suprmind](#) mobile browser often provides the cleanest base price (\$20/mo in the US) with taxes added on top. You can typically pay with card or PayPal, and your billing information is managed directly with OpenAI.

iOS App Store

Subscriptions bought through Apple's in-app purchase system incur Apple's commission fee (15-30%). Most developers increase the listed price to offset this, which means you might see ChatGPT Plus at \$20 or \$22 or even

higher in some countries. The price includes VAT/GST if applicable, but watch for differences in billing cycles or currency rounding. Apple's strict auto-renew policies also influence cancellation and refund options.

Google Play Store (Android)

Google's Play Store fees are similar to Apple's, though pricing strategies vary more by region. You may find Plus priced slightly differently (sometimes equal to web, sometimes up by a few dollars). Google also handles VAT/GST collection, so the final price you pay includes any tax.

Why There's No Annual ChatGPT Plus Plan—and Why It Matters

Last month, I was working with a client who learned this lesson the hard way.. OpenAI currently offers only a monthly subscription model for ChatGPT Plus. There's no annual or multi-month prepaid plan available, unlike some other SaaS offerings. Here's why that matters:

- **Flexibility:** A monthly plan lets you cancel anytime, which reduces commitment risk but can make budgeting more challenging.
- **Price testing:** Monthly billing means you can test ChatGPT Plus's utility for a month without upfront investment.
- **No discount incentives:** Without an annual plan, there are no built-in discounts for prepaid loyalty. In other SaaS software, annual plans can often save you 10-20%.
- **Churn risk:** Monthly only plans generally have higher churn rates, which may influence future pricing and feature gating.

When comparing prices, remember the lack of an annual option means what you see is truly what you get each month—no hidden savings if you pay upfront for a year.

Trial Reality: Six Routes, All Offer-Based

If you're hoping to try ChatGPT Plus before paying, be aware there isn't a universal "free trial" button on OpenAI's site or apps. Instead, trial availability depends on various routes and offers. Here's what to know about trials in 2024:

1. **Direct Offer:** Occasionally OpenAI or partners may offer limited-time free Plus trials directly to users.
2. **Promotional Links:** Some referral or marketing campaigns provide trial codes.
3. **App Store Free Trials:** Apple and Google sometimes allow free trial periods for in-app subscriptions, but this can vary.
4. **Business or Educational Access:** Enterprise customers or educational users may receive trial extensions.
5. **Waitlists or Beta Access:** Early access programs may grant temporary Plus access.
6. **Discounted Access via Bundles:** Some paid bundles or partner services might include Plus benefits for a trial period.

Important: Because these trials are *offer-based* rather than standard, there's no consistent trial duration or cancellation reminder baked into ChatGPT Plus by default.

Set a Calendar Reminder 24 Hours Before Trial Ends

Given the lack of standard trial info on the subscription page, if you do get a trial offer, here's a vital tip:

- **Set a calendar reminder** 24 hours before your trial ends to reevaluate whether to continue your ChatGPT Plus subscription or cancel.
- This prevents unexpected auto-renew charges—a classic subscription pitfall.

I always recommend this when testing any subscription service. Don't rely solely on app notifications or emails, which can be inconsistent or end up in spam.

Summary: The Best Way to Compare ChatGPT Plus Prices Before Paying

Here's your step-by-step checklist for comparing prices and picking the best route to subscribe:

1. **Check the OpenAI web checkout price** on desktop for the baseline plus applicable VAT/GST.
2. **Open the ChatGPT app on your mobile device (iOS or Android)** and open the subscription flow simultaneously.
3. **Compare the final price shown, including tax and platform fee adjustments.** Look for a device delta of 10-15%, especially between iOS and web.
4. **Confirm payment methods and billing currency/cross-check carefully.** Avoid surprises after purchase.
5. **Investigate and try any available trial offers carefully.** Always set a 24-hour-before-the-end calendar reminder to cancel if needed.
6. **Consider the value of monthly-only billing** since there is no annual ChatGPT Plus plan for savings or long-term commitment.
7. **Double-check regional taxes** (VAT/GST) on web checkout if you are outside the US—your final price may be notably higher than \$20.

With these tips in hand, you can confidently navigate the subtle but critical pricing differences across platforms and avoid common subscription snafus.

Final Auto-Renew Gotcha Reminder

Before you subscribe: **open your checkout page on two devices, compare all pricing details carefully, and set a calendar alert for 24 hours before any trial period ends.** This tiny ritual saves many from unexpected renewals or paying platform premium prices unknowingly.

Happy ChatGPT Plus upgrading—and always check the details before 'Pay'!