

Is adnews.com.br legit? TrustSniffer's high-trust assessment: 100/100

adnews.com.br

Verdict

100

OUT OF 100

HIGH TRUST

adnews.com.br appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-08-01 by automated analysis. Classification confidence 75%.

WHAT THIS SITE APPEARS TO BE

AdNews is a Brazilian news and editorial portal focused on marketing, advertising, media, technology, business, branding, and creative industries, featuring news articles, opinion columns, sponsored content, author profiles, and a newsletter subscription.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	26 years old Registered history	CLEAR
Web archive	Archived since 2000 2493 snapshots	CLEAR
Certificate	Encrypted connection Issued by WE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2000.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

AdNews is a Brazilian news and editorial portal covering marketing, advertising, media, technology, business, branding, and creative industries. It presents news articles, opinion columns, sponsored content, author profiles, and newsletter signup, with an apparent business model based on advertising, partnerships, branded editorial projects, and audience monetization.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents a coherent editorial identity, substantial topical content, named authors, and ordinary newsletter functionality, with no phishing, impersonation, deceptive financial, wallet, or credential-harvesting indicators. External reputation checks were clean, supporting the conclusion that the site is an established publication rather than a fraudulent imitation.

- The homepage identifies AdNews as a marketing and advertising news portal and contains extensive editorial content.
- The homepage has one email-newsletter form, with no login form, hidden sensitive form, or untrusted submission destination detected.
- The domain was registered in 2000 and is approximately 26.29 years old.
- Historical coverage includes 2,493 archive snapshots spanning 2000–2026, with 27 years tracked.

Regulatory Verification Notes

AdNews presents as an informational media business rather than a financial or regulated-services provider. No licensing claim or regulatory registration number is identified in the supplied site analysis; this is a limited disclosure point, not evidence of misconduct. The available identity, historical, content, and reputation signals are consistent with a legitimate established entity.

- The homepage describes a news-and-media function focused on marketing, advertising, technology, business, and media.
- The site's hosting infrastructure is served from AS13335 (Cloudflare).
- Its TLS certificate is issued by WE1 using domain validation (DV), valid to 2026-09-19.
- No matching third-party broker profile or confirmed external blacklist finding was identified.

What to Verify Next

For formal procurement or partnership, confirm the contracting entity, invoicing details, and applicable Brazilian corporate information through independent business records. Where a specific commercial or sponsored arrangement is proposed, validate the responsible contact and campaign terms through an independently sourced channel.

- The site offers sponsored sections, branded editorial projects, partnerships, and a media kit request.
- The homepage includes author profiles and a newsletter subscription, providing identifiable engagement points for routine business verification.

Summary Verdict

AdNews presents a legitimate, established, and trustworthy website with a coherent identity, sustained editorial presence, clean reputation, and no observed contradiction or impersonation signal. Its overall posture supports normal interaction and standard use.

Infrastructure Integrity

Cloudflare provides the site’s CDN and WAF protection, and the observed addresses are Cloudflare edge servers rather than an exposed origin. This is a mitigating infrastructure control, not independent proof of legitimacy.

Closing Assessment

Normal browsing, newsletter subscription, and standard interaction with the site are appropriate; formal commercial engagements should follow ordinary supplier and contracting controls.

Written analysis generated 2026-08-01 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	50%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of adnews.com.br.

- The request stayed on adnews.com.br. It was not redirected to another domain. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2030-04-24. CLEAR
- The earliest public archive of this site is from 2000-10-19. CLEAR

- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Not available
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:3030::6815:401a
Name servers	barbara.ns.cloudflare.com, yoxall.ns.cloudflare.com
SSL issuer	WE1
SSL expiry	2026-09-19
Domain age	26.3 years
Domain expiry	2030-04-24
Archive first seen	2000-10-19
Archive snapshots	2493
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about adnews.com.br at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/adnews.com.br> · assessed 2026-08-01