

Is bonniernews.se legit? TrustSniffer's high-trust assessment: 100/100

bonniernews.se

Verdict

100

OUT OF 100

HIGH TRUST

bonniernews.se appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 75%.

What this site appears to be

Swedish-language corporate homepage for Bonnier News, presenting its journalism operations, media portfolio, company scale, news releases, governance, careers, advertising services, contact details, and privacy choices. The page identifies Bonnier News AB and provides a Stockholm street address and telephone number.

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	3 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	13 years old Registered history	CLEAR
Web archive	Archived since 2017 5000 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 2017.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

The website is the Swedish corporate presence of Bonnier News AB, presenting its journalism operations, media portfolio, governance, careers, advertising services, news releases, and privacy controls; its apparent business model combines subscriptions, advertising, and related commercial media services across newspapers, magazines, news sites, television, podcasts, and audio.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing activity, or other scam indicators were observed. The corporate identity presented on the homepage is consistent with a long-established domain and substantial, continuous archival history, while external reputation checks identified no malicious or suspicious classification. The site's established global traffic footprint provides additional evidence of genuine, sustained public use rather than a recently created impersonation property.

- The domain was registered in 2013 and is approximately 13.17 years old; the registration is current through 4 June 2027.
- The web archive contains 5,000 snapshots spanning 24 January 2017 to 28 June 2022, covering six tracked years with no gap longer than one year and no detected semantic repurposing.
- External reputation telemetry recorded 0 malicious and 0 suspicious detections, with no phishing, impersonation, or confirmed malicious classification.
- The domain held global traffic rank 54,650, placing it within the top one million domains.

Regulatory Verification Notes

The homepage identifies Bonnier News AB and publishes a Stockholm street address, telephone number, governance information, and privacy choices. Its disclosed activity is news media and advertising rather than a regulated financial or investment service, so the absence of a financial-services licence claim is consistent with the stated business model and is not a legitimacy concern. The site also explains its use of cookies and partner technologies, the categories of personal data processed, and consent or legitimate interest as processing grounds.

- The homepage expressly identifies the operating entity as Bonnier News AB and provides a physical Stockholm address and telephone contact.
- The homepage presents governance, sustainability, careers, advertising, and corporate-news content as part of the organization's public disclosures.

- The privacy interface states that IP addresses, unique identifiers, and behavioural data may be processed and provides configurable consent controls for Bonnier News services and partners.
- The domain is registered through Abion AB; its transport encryption uses a WE1-issued domain-validated TLS certificate valid until 2 October 2026.

What to Verify Next

For formal procurement, advertising, employment, or other consequential engagements, the counterparty name and payment instructions should be matched to independently obtained Bonnier corporate records. Official departmental contact channels should be confirmed through an established offline or previously trusted route, and applicable privacy settings should be reviewed before consenting to optional partner processing.

- The homepage offers distinct corporate functions—including advertising, careers, governance, and news releases—that may involve different authorized representatives.
- The consent interface states that preferences apply across other websites and applications where Bonnier News AB provides services.
- The assessed homepage contained no login form, sensitive-data form, hidden form, or form submitting credentials to an external destination.
- Interactive testing completed successfully without cloaking, clipboard manipulation, wallet activity, suspicious inline scripts, or console errors.

Summary Verdict

The website is a legitimate, established, and trustworthy corporate media property. Its coherent organizational identity, sustained operating history, meaningful public usage, clean threat reputation, and mature corporate content converge strongly in support of normal interaction, including account login and standard use where those functions are offered.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, and the observed address was a Cloudflare edge endpoint rather than the underlying origin. This reduces direct origin exposure and provides a conventional protective layer, although infrastructure protection is supporting evidence rather than independent proof of legitimacy.

- The hosting infrastructure is served from AS209242, operated by CLOUDFLARESPECTRUM – Cloudflare London, LLC, US.
- The single observed address, 198.202.211.1, was identified as a CDN edge address; no separate origin candidate was exposed during the assessment.

Closing Assessment

Prospective users may engage with the site through ordinary corporate and account workflows, applying standard organizational controls for consequential commercial commitments or payments.

Written analysis generated 2026-08-03 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 bonniernews.se.

- The request stayed on bonniernews.se. It was not redirected to another domain. CLEAR
- Registration is published under Abion AB. CLEAR
- DNS for this domain is served by googledomains.com, across 4 name servers. NOTED
- The registration is paid up to 2027-06-04. NOTED
- The earliest public archive of this site is from 2017-01-24. CLEAR
- It is hosted on CLOUDFLARESPECTRUM, from a server in US. NOTED

Domain intelligence

Registrar	Abion AB
Hosting	CLOUDFLARESPECTRUM - Cloudflare London, LLC, US
Country	US
Server IP	198.202.211.1
Name servers	ns-cloud-c1.googledomains.com, ns-cloud-c2.googledomains.com, ns-cloud-c3.googledomains.com, ns-cloud-c4.googledomains.com
SSL issuer	WE1
SSL expiry	2026-10-02
Domain age	13.2 years
Domain expiry	2027-06-04
Archive first seen	2017-01-24
Archive snapshots	5000
Reputation	VirusTotal: 0 flagged AbuseIPDB: 3 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about bonniernews.se 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/bonniernews.se> · assessed 2026-08-03