

Is hokkaido-np.co.jp legit? TrustSniffer's high-trust assessment: 90/100

hokkaido-np.co.jp

Verdict

90

OUT OF 100

HIGH TRUST

hokkaido-np.co.jp appears legitimate.

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

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-11 by automated analysis. Classification confidence 75%.

What this site appears to be

Regional Japanese news website (Hokkaido Shimbun) providing local and national reporting, with subscription prompts and personalised advertising via a consent management platform. Content includes politics, crime, sports, culture, and event listings.

Evidence status and limitations

- Evidence completeness: UNKNOWN
- The real-world operator identity was not independently verified.
 - 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	31 years old Registered history	CLEAR
Web archive	Archived since 1997 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by Cybertrust Japan SureServer CA G4	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 1997.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

This website is a regional Japanese news publisher presenting Hokkaido-focused reporting alongside national news, politics, crime, sports, culture, weather, events, and reader services; its apparent business model combines advertising, promotional content, and paid subscriptions or memberships.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents a substantial news and media operation rather than an investment, cryptocurrency, gambling, or financial-services proposition, and the available page evidence shows no credential-harvesting, hidden-form, wallet, cloaking, or brand-impersonation indicators. The site's long-running historical continuity and clean external reputation are consistent with an established publication. Identity remains apparent rather than independently proven, so the evidence supports legitimacy without establishing the real-world operator as a verified fact.

EVIDENCE

- The homepage contains extensive regional and national reporting across politics, crime, sports, culture, events, and public-interest topics, with no red-flag findings.
- Domain registration telemetry records 1995-03-24 and an age of 31.41 years.
- Historical telemetry records 5,000 archive snapshots from 1997-12-12 through 2023-05-01, spanning 27 tracked years.
- External reputation checks recorded zero malicious and zero suspicious detections, with no blacklist or phishing indication.

Regulatory Verification Notes

The site's apparent activity is news publishing funded through advertising and reader subscriptions, not a service that presents itself as a regulated financial product. The analyzed homepage does not display a licensing claim or license number; for this business model, that is a transparency point for ordinary publisher and subscription due diligence rather than evidence of deception. The available evidence is consistent with an established site, while the operator's legal identity has not been independently verified. No broker-reputation match was identified.

EVIDENCE

- The homepage is categorized as news/media and presents subscription, membership, advertising, and promotional-content functionality.
- Hosting telemetry identifies AS16509 operated by Amazon.com, Inc. in the United States.
- The site uses an OV TLS certificate issued by Cybertrust Japan SureServer CA G4 for The Hokkaido Shimbun Press, valid through 2026-11-30.
- The homepage contains a login and cookie-consent function without a sensitive external form destination.

What to Verify Next

Before credential or payment interactions, an independent source should confirm that the publisher name and subscription service correspond to the intended organization. Subscription terms should be reviewed for pricing, renewal, cancellation, and refund conditions, and payment should use a method offering appropriate transaction protection. Official contact channels should also be confirmed through an independent, offline or otherwise separately sourced route.

EVIDENCE

- The site offers reader-access functionality that warrants review of the applicable account and subscription terms.
- The operator identity is not independently verified in the available evidence, supporting an external identity check before paid engagement.
- The stated transport certificate organization provides a concrete reference point for comparing the site with independently sourced publisher information.

Summary Verdict

The overall posture is **high trust and low risk**, and the available evidence is consistent with an established, apparently legitimate website. No scam, phishing, impersonation, or other contradictory signal was observed; the remaining qualification is that legitimacy and operator identity are not proven solely by this assessment.

Infrastructure Integrity

The website is protected by CDN/WAF infrastructure, with observed edge addresses on AS16509 operated by Amazon.com, Inc.; no origin candidate was observable in the supplied infrastructure analysis. This reduces direct exposure of the origin environment and is a mitigating control, although infrastructure protection alone does not establish ownership or legitimacy.

Closing Assessment

Ordinary browsing is proportionate to the assessed posture, while independent publisher-identity, subscription-term, and payment-protection checks should be completed before credentials or payment details are submitted.

Written analysis generated 2026-08-11 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 hokkaido-np.co.jp.

- The request stayed on hokkaido-np.co.jp. It was not redirected to another domain. CLEAR
- DNS for this domain is served by d-53.info, across 3 name servers. NOTED
- The earliest public archive of this site is from 1997-12-12. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	Not available
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	99.83.129.8
Name servers	ns003-sqj5rht4fqfdclho.s.d-53.info, ns003-sqj5rht4fqfdclho.s.d-53.jp, ns003-sqj5rht4fqfdclho.s.d-53.net
SSL issuer	Cybertrust Japan SureServer CA G4
SSL expiry	2026-11-30
Domain age	31.41 years (continuous registration)
Domain expiry	Not available
Archive first seen	1997-12-12
Archive snapshots	5000
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 hokkaido-np.co.jp 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/hokkaido-np.co.jp> · assessed 2026-08-11