

Is mediavine.com legit? TrustSniffer's high-trust assessment: 90/100

mediavine.com

Verdict

90

OUT OF 100

HIGH TRUST

mediavine.com appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-12 by automated analysis. Classification confidence 75%.

What this site appears to be

Official homepage for Mediavine, an established ad-tech company offering ad management and audience solutions to publishers, with case studies, metrics, resources, contact information and social links.

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	17% confidence AbuseIPDB, 13 reports; shared hosting inflates reports	CLEAR
Domain age	25 years old Registered history	CLEAR
Web archive	Archived since 2003 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by YR2	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 2003.
- 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

Mediavine.com presents a corporate ad-technology platform for digital publishers and advertisers, offering ad management, audience-data capabilities, enterprise monetization solutions, performance resources, case studies, and contact pathways through a business-to-business SaaS model.

Scam/Impersonation Risk

No contradictions were observed: the available evidence shows no phishing, impersonation, blacklist, or malicious-content indicators. The homepage is a coherent corporate presentation rather than a credential-harvesting or high-pressure transaction page, and behavioral testing found no login form, hidden sensitive form, wallet activity, cloaking, or suspicious script behavior. A limited set of abuse reports relates to a shared Squarespace infrastructure address, so the signal does not establish site-specific abuse. The site's established public presence and clean results across evaluated reputation checks are consistent with a legitimate, low-risk website, although the real-world operator identity remains likely rather than independently verified.

EVIDENCE

- The homepage is classified as a corporate/ad-technology page and contains no reported red flags or brand-impersonation indicators.
- The site's domain was registered in 2002 and is approximately 24.55 years old; registration is through Squarespace Domains II LLC.
- Web-archive records contain 5,000 snapshots spanning 2003–2025, covering 23 tracked years.
- The hosting IP has 13 abuse reports attributed to shared Squarespace infrastructure, with a confidence score of 17.

Regulatory Verification Notes

The site describes a conventional publisher-monetization and advertising-services business, with homepage navigation to company information, leadership, corporate responsibility, newsroom, careers, and contact areas. No financial-services license or registration number is established in the supplied site content; for this business model, that is a disclosure and applicability question rather than evidence of deception. The available evidence is consistent with an established corporate website, while independent confirmation of the operating entity is still appropriate. No matching broker-reputation record was identified, but that contextual signal is not a legal or licensing determination.

EVIDENCE

- The homepage identifies “Mediavine” and presents “For Publishers,” “For Advertisers,” “About Our Company,” “Our Mission,” “Our Leadership Team,” and “Corporate Responsibility” pathways.
- The homepage states that Mediavine is an independent ad-tech company and claims to be trusted by more than 18,000 publishers.
- The site’s page content describes ad management, audience data, enterprise solutions, resources, and performance metrics rather than a regulated financial product.
- The page-authority assessment places the site in a high authority band; this is contextual support, not a regulatory finding.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm the contracting legal entity, applicable commercial registrations, service terms, and payment-protection arrangements through authoritative sources. Contact and social channels should be validated using independently sourced corporate records or an offline business contact, particularly where a formal vendor relationship or material payment is contemplated.

EVIDENCE

- The homepage provides company, leadership, responsibility, careers, and contact navigation that can be reconciled against independent corporate records.
- The site offers an “Eligibility & Application” pathway, which should be reviewed alongside the applicable publisher agreement and fee or revenue-share terms.
- The presence of a “Dashboard” and “Apply” pathway makes independent confirmation of the legitimate onboarding route appropriate before credentials are submitted.

Summary Verdict

The overall posture is **high trust and low risk**, with strong convergence across site substance, historical continuity, public presence, technical stability, and external reputation. The evidence supports an apparently legitimate, established website, but does not independently prove the real-world operator identity.

Infrastructure Integrity

The site is hosted by SQUARESPACE — Squarespace, Inc. in the United States, resolving through AS53831; no separate CDN edge layer was detected and one likely origin address was observed. Squarespace’s mainstream hosting environment and the site’s valid transport encryption provide mitigating infrastructure support, but hosting controls alone do not authenticate the operator.

EVIDENCE

- Served from AS53831 (SQUARESPACE — Squarespace, Inc., US); observed IP address: 198.49.23.144.
- TLS certificate issued by YR2 with DV validation, valid to 2026-10-31.
- Infrastructure resolution identified 1 unique IP, 0 edge IPs, and 1 likely origin IP; registry: ARIN, country: US.

Closing Assessment

Normal browsing and ordinary business evaluation are proportionate to the assessed posture; independent entity, contractual, and payment-protection checks should be completed before credentials or payments are authorized.

Written analysis generated 2026-08-12 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 13 reports on hosting IP 198.49.23.144 (Squarespace, Inc., Content Delivery Network), 17% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	LIKELY
Identity score	80/100
Identity verification confidence	40%

- Trusted social count=4

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 mediavine.com.

- The request stayed on mediavine.com. It was not redirected to another domain. CLEAR
- Registration is published under Squarespace Domains II LLC. CLEAR
- DNS for this domain is served by googledomains.com, across 4 name servers. NOTED
- The registration is paid up to 2029-01-29. CLEAR
- The earliest public archive of this site is from 2003-04-14. CLEAR
- It is hosted on SQUARESPACE, from a server in US. NOTED

Domain intelligence

Registrar	Squarespace Domains II LLC
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Hosting	SQUARESPACE - Squarespace, Inc., US
Country	US
Server IP	198.49.23.144
Name servers	NS-CLOUD-A1.GOOGLEDOMAINS.COM, NS-CLOUD-A2.GOOGLEDOMAINS.COM, NS-CLOUD-A3.GOOGLEDOMAINS.COM, NS-CLOUD-A4.GOOGLEDOMAINS.COM
SSL issuer	YR2
SSL expiry	2026-10-31
Domain age	24.55 years (continuous registration)
Domain expiry	2029-01-29
Archive first seen	2003-04-14
Archive snapshots	5000
Reputation	VirusTotal: 0 flagged AbuseIPDB: 17% confidence, 13 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about mediavine.com 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/mediavine.com> · assessed 2026-08-12