

Is pinknews.co.uk legit? TrustSniffer's high-trust assessment: 96/100

pinknews.co.uk

Verdict

96

OUT OF 100

HIGH TRUST

pinknews.co.uk 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 2026-08-10 by automated analysis. Classification confidence 55%.

What this site appears to be

Established LGBTQ+-focused news site publishing political, cultural and entertainment coverage. Standard editorial content with newsletter signup and account actions; monetized through advertising, sponsored content and reader subscriptions.

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	21 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
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).
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

PinkNews is an LGBTQ+ news and media website presenting current reporting across politics, world affairs, culture, entertainment, lifestyle, sport and related topics. Its apparent business model is that of an established digital publisher supported by advertising, sponsored content, events or ticketing, newsletters and reader subscriptions, with account registration and login functionality available to visitors.

Scam/Impersonation Risk

No contradictions were observed between the site's presentation, technical behavior and external reputation signals. The homepage contains substantial, topic-specific editorial content and presents itself consistently as PinkNews, while automated analysis found no phishing indicators, brand impersonation, wallet activity, hidden forms or suspicious sensitive-form destinations. The clean external reputation and established traffic footprint are consistent with an apparently legitimate, established website rather than an abuse-oriented operation.

EVIDENCE

- The homepage identifies PinkNews as an LGBTQ+ news publisher and displays reporting across news, politics, culture, entertainment and lifestyle.
- External reputation checks recorded 0 malicious and 0 suspicious findings, with no detected phishing or impersonation indicators.
- The domain was registered on 2005-07-21 and is approximately 21.07 years old; the registrar is Ionos SE.
- The site has an established global traffic footprint, with a recorded rank of 43397 and placement within the top 1 million.

Regulatory Verification Notes

The available content supports a conventional media-publishing model rather than a deposit-taking or investment service. However, the real-world operator identity is not independently verified by the supplied evidence, and no licensing claim or license number is evidenced in the available site content; this is a transparency and verification matter, not evidence of deception. The navigation exposes About Us, Advertise and Work with us functions, but the supplied material does not independently establish the legal entity responsible for the publication or the terms governing subscriptions, events or other commercial interactions.

EVIDENCE

- The homepage navigation includes About Us, Advertise, Work with us, Login and Register functions.
- The site's transport encryption uses a valid DV TLS certificate issued by WE1, valid until 2026-10-14T08:58:57+00:00.
- The available business-model assessment identifies advertising, sponsored content, events or ticketing, subscriptions and newsletters as ordinary publisher monetization mechanisms, with no financial-return model identified.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm the publisher's legal entity and official contact channels through a reliable corporate or editorial registry. For subscriptions, ticketing or other paid services, the relevant checkout should be checked for a clear merchant identity, refund or return terms and payment-protection options. Account users should also confirm that support and login communications originate through the site's independently validated official channels.

EVIDENCE

- The About Us and Work with us routes provide the most relevant locations for confirming the publisher's operating entity and editorial contacts.
- Advertising, subscription, event or ticketing arrangements should be checked against the applicable commercial terms before payment.
- Login and Register functions create a credential-handling surface that warrants confirmation of the official support and authentication channels before use.

Summary Verdict

The overall posture is high trust and low risk, and the available evidence is consistent with an established, apparently legitimate website. The assessment supports normal browsing and ordinary site interaction, while not constituting independent proof of the real-world operator's identity.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, which is a meaningful mitigation against direct origin exposure and common network abuse but is not, by itself, proof of legitimacy. All observed addresses were Cloudflare edge servers, and no origin candidate was identified in this analysis.

EVIDENCE

- Hosted through AS13335, CLOUDFLARENET — Cloudflare, Inc., US.
- Observed edge IPs were 104.21.39.53, 172.67.143.139, 2606:4700:3032::ac43:8f8b and 2606:4700:3035::6815:2735; likely origin IP count was 0.

Closing Assessment

Routine use is proportionate to the assessed posture; before entering credentials or completing a paid transaction, ordinary independent checks of merchant identity, applicable terms and payment protections should be completed.

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 pinknews.co.uk.

- The request for pinknews.co.uk ended on www.thepinknews.com, a different domain. WATCH
- Registration is published under Ionos SE. CLEAR
- DNS for this domain is served by com., across 2 name servers. NOTED
- The registration is paid up to 2027-07-21. NOTED
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Ionos SE
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:3035::6815:2735
Name servers	brianna.ns.cloudflare.com., carter.ns.cloudflare.com.
SSL issuer	WE1
SSL expiry	2026-10-14
Domain age	21.07 years (continuous registration)
Domain expiry	2027-07-21
Archive first seen	Not available
Archive snapshots	0
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 pinknews.co.uk 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/pinknews.co.uk> · assessed 2026-08-10