

Is pressgazette.co.uk legit? TrustSniffer's high-trust assessment: 90/100

pressgazette.co.uk

Verdict

90

OUT OF 100

HIGH TRUST

pressgazette.co.uk appears legitimate.

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

Not Scam

Low Risk

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

What this site appears to be

Press Gazette home page — established UK media industry news site featuring articles on journalism, publishers, AI, media law, advertising and events. Subscription and advertising-driven business model with partner content and consent-based tracking.

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	27 years old Registered history	CLEAR
Web archive	Archived since 2000 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by YR1	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

Press Gazette is an established UK media and journalism publisher presenting news, analysis, and industry coverage on journalism, publishers, artificial intelligence, media law, advertising, and related events. Its apparent business model combines subscriptions, advertising, newsletters, events, and sponsored or partner content.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents coherent editorial content and a conventional publishing model, with no detected phishing, brand-impersonation, malicious-content, or suspicious-behaviour indicators. External reputation checks were clean, and the site has a strong global traffic footprint. The available evidence is consistent with an established, apparently legitimate website, although the real-world operator identity is not independently verified.

EVIDENCE

- The homepage contains substantial editorial material across journalism, media business, AI in publishing, publishers, media law, and advertising, with no detected phishing indicators or sensitive-form submission behaviour.
- The domain was registered on 1999-11-22T12:17:27Z and is 26.73 years old.
- Historical coverage records 5000 archive snapshots spanning 2000–2022, across 23 years tracked.
- External checks recorded 0 malicious detections, 0 suspicious detections, and no brand-impersonation or blacklist hit.

Regulatory Verification Notes

The site operates as a media publisher rather than presenting itself as a financial or other regulated-services provider. The supplied page evidence identifies links to contact, privacy, terms, subscription, and news pages, but does not show a licensing authority or registration number; this is a disclosure point for ordinary commercial and subscription due diligence, not evidence of impersonation or fraud. The domain's long registration continuity, reputable registrar, valid transport encryption, established hosting, and clean reputation support an evidence-consistent legitimacy assessment, while they do not independently prove the operator's legal identity.

EVIDENCE

- The domain registrar is Team Blue Internet Services UK Limited t/a Team Blue Internet Services Limited t/a LCN; the recorded expiration date is 2027-11-22T12:17:27Z.
- The site is served from AS54113, FASTLY - Fastly, Inc., US.
- The transport certificate is issued by YR1, uses DV validation, and is valid to 2026-10-04T13:31:57+00:00.
- The homepage links to contact, privacy-policy, terms-and-conditions, and subscription pages; no licensing authority or license number is presented in the supplied page content.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm the legal entity operating the subscription service, review the applicable subscription, cancellation, and refund terms, and confirm that any payment flow uses expected payment-protection mechanisms. Contact details should be validated through an independently sourced channel rather than relying solely on information encountered during a transaction.

EVIDENCE

- The homepage provides links to the contact-us and terms-and-conditions pages for review of commercial and contractual information.
- The homepage provides a subscribe pathway and identifies account functions including sign-in and account access.
- The site also links to privacy-policy information, relevant to assessment of consent-managed advertising and tracking.

Summary Verdict

The overall posture is **high trust and low risk**, with strong convergence between the site's established publishing presence, historical continuity, technical integrity, and clean external reputation. It is apparently legitimate and suitable for ordinary website use, subject to the remaining uncertainty that the real-world operator identity has not been independently verified.

Infrastructure Integrity

Fastly CDN/WAF infrastructure fronts the website, with observed traffic resolving to Fastly edge infrastructure in AS54113 rather than a directly exposed origin. This provides a meaningful protective control against direct origin exposure, but remains a mitigating infrastructure signal rather than proof of organizational legitimacy.

Closing Assessment

Ordinary browsing and routine use are proportionate to the assessed posture; before submitting credentials or payment details, independent checks of merchant identity, subscription terms, and payment protections should be completed.

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	LIKELY
Identity score	76/100
Identity verification confidence	76%

- Trusted social count=2

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 pressgazette.co.uk.

- The request stayed on pressgazette.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under Team Blue Internet Services UK Limited t/a Team Blue Internet Services Limited t/a LCN. CLEAR
- DNS for this domain is served by org., across 4 name servers. NOTED
- The registration is paid up to 2027-11-22. CLEAR
- The earliest public archive of this site is from 2000-05-30. CLEAR
- It is hosted on FASTLY, from a server in US. NOTED

Domain intelligence

Registrar	Team Blue Internet Services UK Limited t/a Team Blue Internet Services Limited t/a LCN
Hosting	FASTLY - Fastly, Inc., US
Country	US
Server IP	2620:12a:8001::4
Name servers	ns-1200.awsdns-22.org., ns-1808.awsdns-34.co.uk., ns-50.awsdns-06.com., ns-983.awsdns-58.net.
SSL issuer	YR1
SSL expiry	2026-10-04
Domain age	26.73 years (continuous registration)
Domain expiry	2027-11-22
Archive first seen	2000-05-30
Archive snapshots	5000

About this assessment

A trust score summarises the evidence TrustSniffer could collect about pressgazette.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/pressgazette.co.uk> · assessed 2026-08-11