

Is primedia.co.za legit? TrustSniffer's high-trust assessment: 100/100

primedia.co.za

Verdict

100

OUT OF 100

HIGH TRUST

primedia.co.za appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 65%.

What this site appears to be

Corporate homepage for Primedia, a South African media group whose divisions cover radio broadcasting, news, out-of-home advertising, and studio content production. The page provides business descriptions and company-domain email and website contacts, without requesting payment, credentials, or other sensitive information.

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	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	30 years old Registered history	CLEAR
Web archive	Archived since 1998 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by Amazon RSA 2048 M04	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 1998.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is Primedia's corporate landing page, presenting a South African media group active in radio broadcasting, news, out-of-home advertising, and studio content production, with an apparent business model based on advertising exposure, media services, and commercial content production.

Scam/Impersonation Risk

No identity contradictions, phishing indicators, impersonation, or other scam-related signals were observed. The homepage presents a coherent group identity through named divisions and established media properties, while its long domain history and continuous archival footprint strongly support genuine institutional provenance. Automated interaction testing also found no hidden forms, credential collection, cloaking, wallet activity, clipboard manipulation, or suspicious scripts.

- The homepage identifies Primedia Broadcasting, Primedia Outdoor, and Primedia Studios and associates the group with 947, 702, Kfm 94.5, CapeTalk, and Eyewitness News.
- The domain was registered in 1996 and is approximately 30 years old.
- The web archive contains 5,000 snapshots spanning 1998–2024, representing 27 years of tracked history, with no established suspicious repurposing.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no search-safety finding, no reported abuse, and inclusion within the top one million domains by global traffic rank.

Regulatory Verification Notes

The available corporate homepage clearly describes Primedia's operating divisions and commercial activities, and the domain registration identifies Primedia Broadcasting, a division of Primedia (Pty), as the registrant organization. The supplied page does not claim a financial-services license or other specific regulatory authorization; given the stated media and advertising business model, no such claim is implied by the observed content. The available evidence does not include dedicated legal or corporate-registration pages from which broader statutory particulars could be assessed.

- The domain registration names "Primedia Broadcasting, a div of Primedia (Pty)" as the organization and Lexsynergy Limited as registrar, with registration valid until 21 July 2027.
- The homepage describes Primedia Outdoor as operating in South Africa and eight other African markets and as a Level 1 BBBEE contributor.
- The site is served from AS16509 by Amazon.com, Inc.

- The site's transport encryption uses an Amazon RSA 2048 M04 domain-validated certificate, valid until 17 January 2027.

What to Verify Next

For material commercial engagement, counterparties should confirm the relevant contracting entity, authorized representative, payment instructions, and scope of services through independently obtained corporate channels. Any claimed BBEE status or market-specific authorization material to procurement should be checked against the applicable official certificate or registry. Routine visitors may use the site normally.

- The homepage publishes separate company-domain enquiry channels for the broadcasting, outdoor-advertising, and studio divisions.
- The homepage directs visitors to distinct divisional websites for Primedia Broadcasting and Primedia Outdoor.
- The observed landing page contains no payment form, login form, sensitive-data request, or form submission to an untrusted destination.

Summary Verdict

The site is a legitimate, established, and trustworthy corporate web presence supported by consistent identity, substantial provenance, clean external reputation, and benign observed behavior. Normal interaction, including account login where offered and standard use, is appropriate.

Infrastructure Integrity

The site uses mainstream Amazon-hosted edge infrastructure and valid encrypted transport. This reduces direct infrastructure exposure and supports dependable delivery, although protective hosting controls are mitigating security measures rather than independent proof of organizational legitimacy.

Closing Assessment

Prospective users may engage with the website through normal channels, applying standard counterparty controls only when entering into material commercial commitments.

Written analysis generated 2026-07-31 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 primedia.co.za.

- The request stayed on primedia.co.za. It was not redirected to another domain. CLEAR
- Registration is published under Lexsynergy Limited. CLEAR
- DNS for this domain is served by awsdns-01.net, across 4 name servers. NOTED
- The registration is paid up to 2027-07-21. NOTED
- The earliest public archive of this site is from 1998-12-02. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	Lexsynergy Limited
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	13.33.235.63
Name servers	ns-526.awsdns-01.net, ns-1059.awsdns-04.org, ns-75.awsdns-09.com, ns-1613.awsdns-09.co.uk
SSL issuer	Amazon RSA 2048 M04
SSL expiry	2027-01-17
Domain age	30.0 years
Domain expiry	2027-07-21
Archive first seen	1998-12-02
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 primedia.co.za 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.