

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

retailgazette.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

retailgazette.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 2026-08-04 by automated analysis. Classification confidence 75%.

What this site appears to be

Retail Gazette homepage presenting current UK retail news, features, analysis, marketing coverage, industry resources, most-read stories, and a free email newsletter. The page provides editorial and commercial telephone numbers, a London address, advertising and contact routes, and legal and privacy links.

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	17 years old Registered history	CLEAR
Web archive	Archived since 2010 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by WR1	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 2010.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is an established UK retail-industry publication presenting current news, analysis, interviews, podcasts, events, and specialist coverage across grocery, fashion, ecommerce, supply chains, technology, marketing, and sustainability; its apparent business model combines free editorial access with advertising, commercial partnerships, newsletters, events, and potential premium offerings.

Scam/Impersonation Risk

No identity contradictions, impersonation indicators, phishing behaviour, or other scam-related conflicts were observed. The homepage contains substantial, coherent trade-journalism content, while its only detected form is an ordinary newsletter subscription that does not request sensitive information or submit data to an untrusted destination. This content profile, the domain's long operating history, sustained archival continuity, established traffic footprint, and clean external threat reputation collectively support the conclusion that the site is authentic.

- Domain records show registration through GoDaddy.com, LLC on 20 January 2010, making the domain approximately 16.55 years old; registration runs to 20 January 2027.
- Historical records contain 5,000 archive snapshots spanning 23 September 2010 to 13 December 2025, representing 16 years of tracked activity with no detected repurposing or semantic drift.
- The homepage showed no login form, hidden form, brand impersonation, cryptocurrency promotion, financial-manipulation mechanism, or phishing indicator.
- External reputation telemetry recorded 0 malicious and 0 suspicious detections, no malicious safe-browsing classification, no reported abuse, and a global traffic rank of 49,627.

Regulatory Verification Notes

Retail Gazette presents itself as a news and analysis publisher rather than a broker, investment platform, payment service, or deposit-taking business. Financial-services licensing is therefore not indicated as a normal requirement for the observed activity. The homepage provides a London address, separate editorial and commercial telephone routes, advertising and contact options, and links to legal and privacy materials; however, the supplied page evidence does not include the substantive text of those linked policies, so no further conclusion about their corporate disclosures is warranted. No broker-related third-party reputation match was identified.

- The homepage identifies the service as a free source of retail news and organizes its editorial output into news, features, interviews, commentary, resources, podcasts, and events.

- The homepage publishes a London address and distinct editorial and commercial contact routes, alongside legal-policy and privacy links.
- The site is served from AS2635 by Automattic, Inc.; the domain is registered through GoDaddy.com, LLC.
- The site’s transport encryption uses a WR1-issued domain-validated TLS certificate, valid to 23 September 2026.

What to Verify Next

Routine enterprise onboarding may confirm the publisher’s legal entity and data-handling terms from the linked policies, validate official contact channels through an independent business directory, and review newsletter consent and retention provisions if personnel will subscribe. If a future service requests payment or introduces materially different account functionality, that new transaction flow should receive a separate assessment.

- The observed homepage provides direct routes to privacy and legal materials suitable for standard counterparty due diligence.
- The homepage’s single detected form is an email-newsletter subscription, with no sensitive fields or untrusted submission destination.
- Advertising, commercial-partnership, event, and newsletter functions create the principal relationships relevant to procurement and privacy review.

Summary Verdict

Retail Gazette is a legitimate, established, and trustworthy trade-news website. Its coherent editorial identity, durable provenance, clean reputation, credible contact presence, and conventional publishing model converge without contradictory risk signals.

Infrastructure Integrity

Cloudflare CDN/WAF protection was detected, with both observed addresses operating as edge servers. The origin address was not exposed during the assessment, reducing direct infrastructure exposure; this is a useful security control, although protective infrastructure is not independently proof of legitimacy.

Closing Assessment

Normal use is appropriate, including reading content, subscribing through the standard form, and using any legitimate account-login or routine service functions offered by the site.

Written analysis generated 2026-08-04 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	73/100
Identity verification confidence	74%

- Trusted social count=1

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 retailgazette.co.uk.

- The request stayed on retailgazette.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. [Tag = GODADDY]. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-01-20. NOTED
- The earliest public archive of this site is from 2010-09-23. CLEAR
- It is hosted on AUTOMATTIC, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC. [Tag = GODADDY]
Hosting	AUTOMATTIC - Automattic, Inc, US
Country	US
Server IP	199.16.173.127
Name servers	keanu.ns.cloudflare.com, monroe.ns.cloudflare.com
SSL issuer	WR1
SSL expiry	2026-09-23
Domain age	16.6 years
Domain expiry	2027-01-20
Archive first seen	2010-09-23
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 retailgazette.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.