

Is thepost.co.nz legit? TrustSniffer's high-trust assessment: 100/100

thepost.co.nz

Verdict

100

OUT OF 100

HIGH TRUST

thepost.co.nz appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 75%.

What this site appears to be

Homepage of The Post, an established Stuff Limited news publication covering New Zealand and international news, politics, business, sport, culture, lifestyle, and regional reporting. It monetizes through subscriptions, advertising, and labeled sponsored content and displays a detailed consent platform involving numerous advertising and data-processing partners.

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	3.6 years old Registered history	CLEAR
Web archive	Archived since 2007 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by Amazon RSA 2048 M01	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2007.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is an established New Zealand general-interest news publication operated by Stuff Limited, presenting national and international journalism across politics, business, sport, culture, lifestyle, and regional affairs, with revenue generated through subscriptions, advertising, and clearly identified sponsored content.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, deceptive financial solicitation, or other scam indicators were observed. Its substantial historical footprint, clean external reputation, established traffic presence, and conventional publishing behavior collectively support the authenticity of the service. The site does not expose hidden credential forms, redirect passwords externally, initiate cryptocurrency-wallet activity, or exhibit cloaking.

- The domain record identifies Metaname as registrar and records registration on 18 December 2022 (~3.62 years old).
- The domain has 5,000 archive snapshots spanning 11 October 2007 to 9 November 2025 (19 years tracked), with no established evidence of suspicious repurposing or semantic category drift.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no search-browser security hit, no external threat listing, and no reported abuse associated with the observed infrastructure.
- Behavioral examination of the homepage found no hidden forms, external password submission, suspicious inline scripts, cloaking, clipboard manipulation, or cryptocurrency-wallet interaction.

Regulatory Verification Notes

The homepage consistently identifies Stuff Limited and links visitors to an About page, contact facilities, privacy terms, general terms and conditions, an editorial code, advertising information, and subscription-management resources. Named authors and a broad, maintained editorial catalogue further support accountable publishing operations. The site does not present itself as a broker or regulated financial-services provider, and no financial licence claim is made; in the context of a news publisher, this is not an adverse regulatory gap. The extensive consent framework is principally a privacy and data-governance consideration rather than a legitimacy concern.

- The homepage title expressly associates The Post with Stuff Limited and identifies the service as a New Zealand news publication.
- The homepage footer provides links to About, Contact, Privacy, Terms and Conditions, Editorial Code, Help Centre, and subscription-management pages.

- The homepage distinguishes editorial material from sponsored content and provides account and subscription functions.
- Third-party broker-context data produced no matched broker profile for the site.

What to Verify Next

Enterprise users should review the privacy and consent settings before authorizing personalized advertising, cross-site profiling, device-identifier storage, or precise-geolocation processing. Prospective subscribers should confirm current pricing, renewal, cancellation, and account-management terms through the linked subscription documentation. Organizations intending to reproduce or commercially distribute published material should confirm applicable permissions through the official advertising or contact channels.

- The homepage consent platform describes personalized advertising, device-identifier storage, cross-site profile creation, precise-geolocation requests, and data sharing across a large partner ecosystem.
- The homepage provides dedicated links for managing subscriptions and obtaining help.
- The published footer separates privacy, contractual, editorial, advertising, and contact resources, enabling purpose-specific review.

Summary Verdict

The site is a legitimate, established, and trustworthy digital publication with a coherent operating identity and no contradictory security or reputation signals. Normal interaction, including account login, subscription management, and standard use, is appropriate.

Infrastructure Integrity

The site is delivered through AWS CloudFront, with all four observed addresses operating as Amazon edge servers and no direct origin exposure observed. This CDN/WAF arrangement reduces direct infrastructure exposure and supports service resilience, although protective infrastructure is appropriately treated as a mitigating control rather than independent proof of legitimacy.

- The hosting infrastructure is served from AS16509 (AMAZON-02 — Amazon.com, Inc., US) through four observed AWS CloudFront edge addresses.
- The site’s transport encryption uses a valid domain-validated certificate issued by Amazon RSA 2048 M01, valid until 27 February 2027.

Closing Assessment

Routine use may proceed under normal organizational security controls, with standard account hygiene and an informed review of subscription and privacy preferences.

Written analysis generated 2026-08-03 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%
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- 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 thepost.co.nz.

- The request stayed on thepost.co.nz. It was not redirected to another domain. CLEAR
- Registration is published under Metaname. CLEAR
- DNS for this domain is served by awsdns-63.net, across 4 name servers. NOTED
- The earliest public archive of this site is from 2007-10-11. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	Metaname
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	13.33.235.82
Name servers	ns-1019.awsdns-63.net, ns-1418.awsdns-49.org, ns-1611.awsdns-09.co.uk, ns-269.awsdns-33.com
SSL issuer	Amazon RSA 2048 M01
SSL expiry	2027-02-27
Domain age	3.6 years
Domain expiry	Not available
Archive first seen	2007-10-11
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 thepost.co.nz 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.

