

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

thepress.co.nz

Verdict

100

OUT OF 100

HIGH TRUST

thepress.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 70%.

What this site appears to be

Homepage of The Press, a Stuff Limited regional news publication covering Christchurch, Canterbury, national and international news, business, politics, property, sport, opinion, and lifestyle. It monetizes through subscriptions, advertising, and clearly labeled sponsored content, while using an extensive consent-management and advertising-vendor ecosystem.

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	29 years old Registered history	CLEAR
Web archive	Archived since 2023 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 2023.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is the online home of The Press, a Stuff Limited regional news publication serving Christchurch and Canterbury with New Zealand and international news, business, politics, property, sport, opinion, and lifestyle coverage, funded through subscriptions, advertising, sponsored content, and related publishing services.

Scam/Impersonation Risk

No identity contradictions, impersonation indicators, phishing behavior, or other substantive fraud signals were observed. The site consistently presents itself as The Press under Stuff Limited, while its long-established domain, extensive archive record, established traffic footprint, and clean external reputation strongly support provenance and operational legitimacy. Observed browser activity was consistent with a commercial news and advertising platform: testing found no hidden forms, credential forwarding, cloaking, clipboard interference, suspicious inline scripts, or cryptocurrency-wallet behavior.

- The homepage identifies the publication as “The Press: Christchurch and Canterbury news | Stuff Ltd” and provides subscription, login, editorial, privacy, advertising, contact, and account-management paths.
- The domain registration record shows: Registered 1997-05-29 (~29.2 years old) through Metaname.
- The web archive contains 5,000 snapshots spanning 2023-04-29 to 2025-11-26 (3 years tracked), with no detected repurposing or semantic drift.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no malicious safe-browsing classification, no reported abuse, and an established global traffic rank of 71,344.

Regulatory Verification Notes

The site identifies Stuff Limited as its owner and publishes an editorial code, privacy information, terms and conditions, advertising information, contact resources, and subscription-management facilities. This is a news and media service rather than a represented financial or investment provider, so no financial-services licence claim is expected from the described business model. The licensing-disclosure state is otherwise unclear, but that does not conflict with the site’s stated publishing function. Its extensive consent and advertising ecosystem—including personalized advertising, cross-site profile sharing, device linking, and requests for precise geolocation—creates a privacy-management consideration rather than a legitimacy concern; sponsored content is reported as clearly labelled.

- The homepage footer provides About, Privacy, Terms and Conditions, Editorial Code, Online Comments Policy, Advertise With Us, Help Centre, Contact Us, and Manage Subscription entries.

- Page analysis identified one analytics service and five advertising networks, together with consent controls for personalized advertising and associated data processing.
- The hosting infrastructure is served from AS16509 (AMAZON-02 – Amazon.com, Inc., US).
- The site’s transport encryption uses a DV TLS certificate issued by Amazon RSA 2048 M04, valid to 2027-01-08.

What to Verify Next

For institutional onboarding, the appropriate checks are operational rather than fraud-driven: confirm that any subscription or advertising agreement names Stuff Limited consistently, review the applicable contractual terms, and record the selected consent settings against internal privacy requirements. Official contact channels should be confirmed independently before initiating material commercial arrangements.

- The subscription and account-management facilities provide the relevant site paths for confirming consumer-service terms.
- The Terms and Conditions and Privacy pages are the identified sources for contractual and personal-data handling requirements.
- The Editorial Code and sponsored-content labelling provide documented reference points for evaluating editorial independence and commercial-content governance.

Summary Verdict

The website is a legitimate, established, and trustworthy regional news service. Its coherent publisher identity, mature provenance, substantive editorial footprint, clean reputation, and benign observed behavior converge on a high-confidence assessment that normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The site is protected by Amazon CloudFront CDN/WAF infrastructure. All four observed addresses were CloudFront edge servers, with no direct origin address exposed; this reduces origin-level attack exposure and supports resilience, although protective infrastructure is a security control rather than independent proof of legitimacy.

Closing Assessment

Prospective users may engage with the site normally, while institutions entering paid or commercial arrangements should apply their standard contract, privacy, and counterparty-onboarding controls.

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%

- 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 thepress.co.nz.

- The request stayed on thepress.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 2023-04-29. 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	18.165.140.87
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 M04
SSL expiry	2027-01-08
Domain age	29.2 years
Domain expiry	Not available
Archive first seen	2023-04-29
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 thepress.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.