



KIT MEDIA

1st MENS FASHION MEDIA IN FRANCE

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PIONEER

Founded in 2004, Comme un camion, a leading digital media in men's fashion and watches, attracts 500,000 unique visitors monthly online, with a strong presence on social media. Our readers most often testify to the interest they have developed in fashion and the pleasure they have today in choosing clothes, combining them, and dressing better. They also appreciate discovering alternatives to buy better quality clothing produced in a more responsible manner.

POPULAR

Its name is the expression of a certain popularity. It expresses our desire to be interested in fashion that remains generally affordable and is aimed at a majority of men. Thanks to our interactive site, our quality content and our friendly tone, we have built a strong community. A principle that we often summarize: "Great Gaultier fashion show, I love Dior, but what do we wear tomorrow?"

PRACTICAL

Every day, we reach men looking for helpful advice answering their fashion questions, such as:

What shoes to buy with a budget of less than €150? What coat should I buy this winter? How to choose a pair of glasses? We talk about fashion and trends to help men improve their style and take care of themselves.



SERGE
Director/Founder



JULIEN
Editor-in-chief



MELANIE
Sales manager



MATTHEW
Community Manager



MAX
Performance manager



ATHITHANE



TOMMY



MATTEO

Editors

THE TEAM

AUDIENCES

AUDIENCE - READERSHIP - PRESS REVIEW

AUDIENCE

Comme un camion, it's every month:



500 000
unique visitors



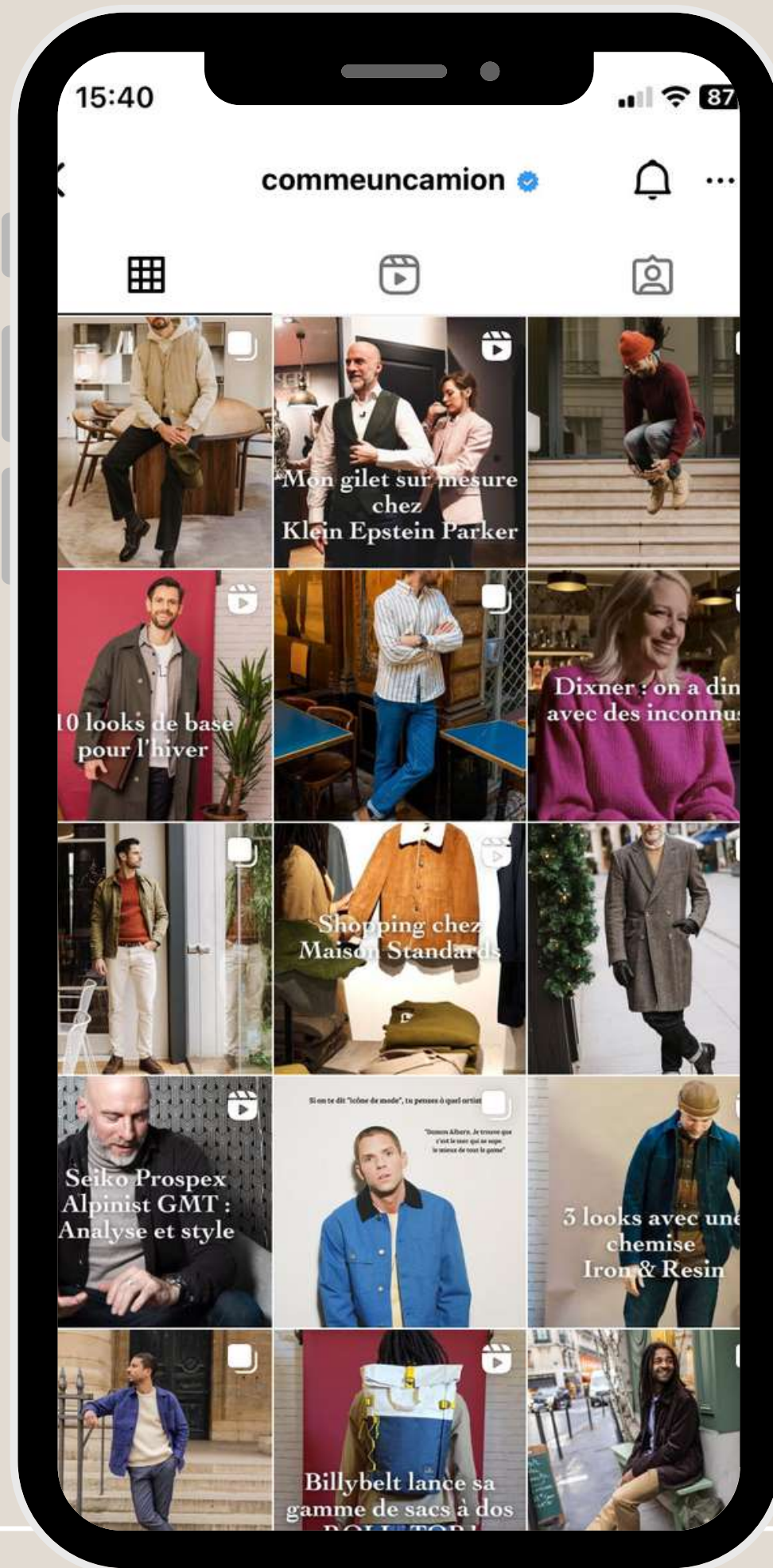
650 000
visits



1 000 000
seen pages



2 pages
views per visit



AUDIENCE

On social media:



157 000
subscribers
2,0M
monthly visitors



69.4K
subscribers



16,8K
subscribers



922
subscribers



65K
likes
66K
subscribers
175 711
average monthly
coverage



5 000
subscribers

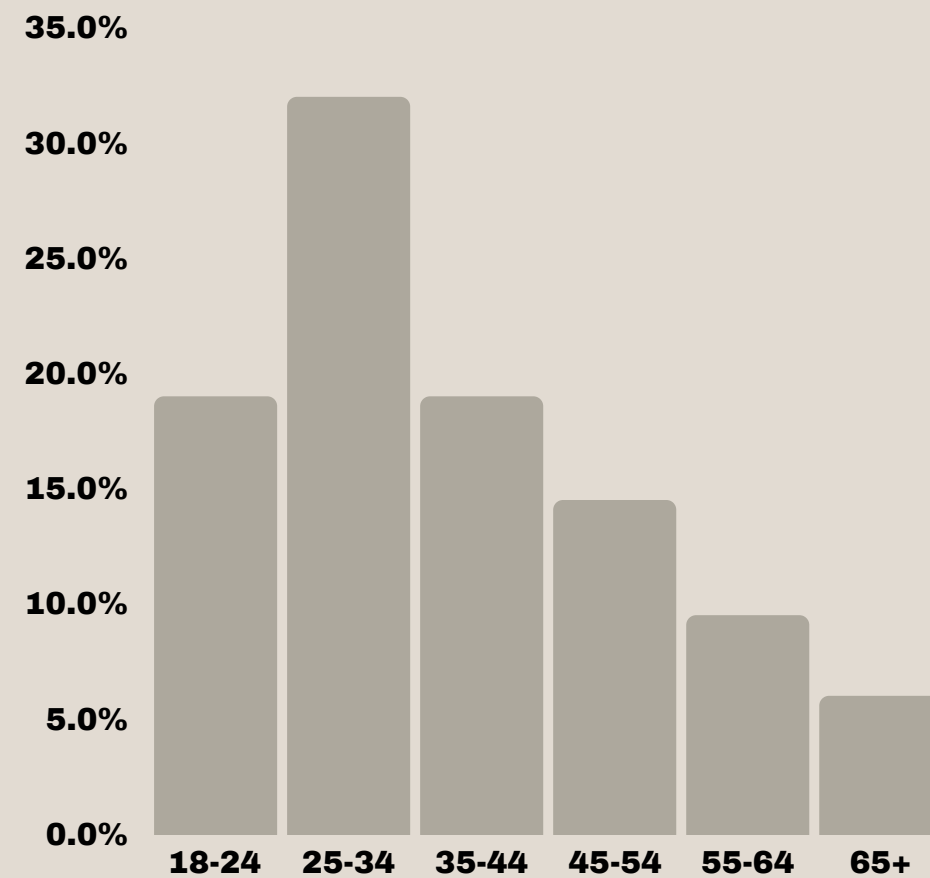


AUDIENCE

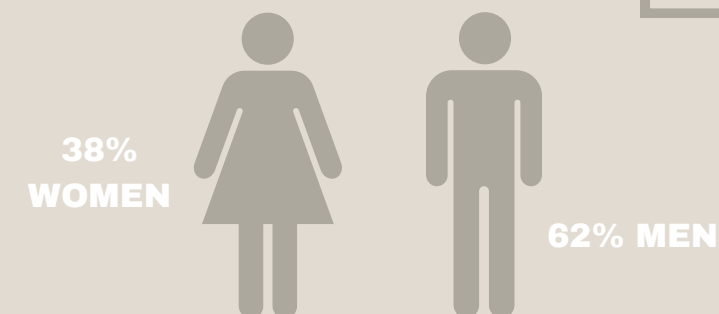
GEOGRAPHICAL DISTRIBUTION



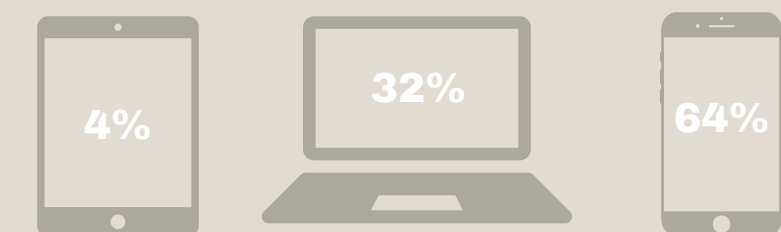
AGE DISTRIBUTION



BREAKDOWN BY SEX



BREAKDOWN BY TECHNO



FORMATS

LOOK - FASHION - COSMETICS - ADVICE - NEWS - TRENDS - FILES - VIDEO TESTS AND ADVICE - SPECIAL OPERATIONS






FORMATS

OUR LOOKS



Several times a month, one of the team members presents a new look reflecting their personality, their discoveries and current trends. The setting and quality of the photos are carefully chosen to offer an inspiring and different world each time.

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-    1 post
-   Carousel

DISCOVER



VISIBILITY



5 000
unique views



500
outgoing clicks by
brand cited

FORMATS

OUR TESTS

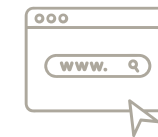
MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-    1 post
-   1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)

Some test video games and high-tech equipment. We test shoes, shirts, suits, watches, etc. And with experience, we have a lot to say on the subject! We frequently test new products. The opportunity to present the brands behind it, the main characteristics of the product, the way in which it is presented, designed, etc. All products are presented and worn in order to suggest a way to match it with other pieces and to answer the most recurring question: “How does it fit?” ”.

DISCOVER >

VISIBILITY



5 000
unique views



500
outgoing clicks by
brand cited

FORMATS

OUR ADVICES

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-    1 post
-   1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)



The media offers numerous tips to help men choose their clothes better, learn how to match them, take care of them, etc. It also includes tips for choosing an outfit for a special occasion. The book “Comme un camion” released in 2013 by Éditions du Chêne from the Hachette group lists all these tips.

DISCOVER >



VISIBILITY
5 000
unique views



The “News” section brings together articles in shorter format covering fashion news in all its forms. This type of section is effective for presenting a capsule collection, a collaboration, a crowdfunding campaign, or even an upcoming event.

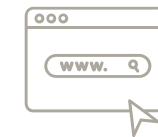
MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-    1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)

DISCOVER



VISIBILITY



3 500
unique views



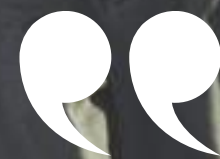
300
outgoing clicks by
brand cited

FORMATS

TRENDS

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-    1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)



We operate in real time, and approach each season, through a review, the trends present in new collections. This is very dense content which represents more than a week of work and which is then one of the most consulted topics during the season.

DISCOVER >



VISIBILITY



30 000
unique views



“The media’s “feel good in my sneakers” spirit is also expressed through sports articles, particularly highlighting running, bodybuilding and crossfit. These articles often address the issue of sports outfit and equipment .”

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-     1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)

DISCOVER



VISIBILITY



5 000
unique views



500
outgoing clicks by
brand cited

FORMATS

OUR SHOPPING FILES



Throughout the year, we offer shopping selections. It could be a selection of shoes for back to school, coats for fall, gift ideas for Christmas or Valentine's Day, a private sale or shirts on sale.

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-     1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)

DISCOVER



VISIBILITY



15 000
unique views



500
outgoing clicks by
brand cited

FORMATS

YOUTUBE

”

Each month, Like a truck feeds its YouTube account with a video of medium length (3 to 7 minutes). This more immersive and fun content highlights products or brands in a new way while keeping the DNA of the site.

”

DISCOVER >

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-      1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)

VISIBILITY



500
outgoing clicks



Since the creation of the site in 2004, at Comme un truck, we have also tested cosmetics. Each product is used over several days in order to offer a real complete test (presentation, texture, effect).

MECHANICAL

- Homepage publication
- Presence of the article in our archives without time limit
-    1 post
- Article relayed in our weekly Newsletter sent every Sunday (35,000 subscribers)

DISCOVER >

VISIBILITY



3 000
unique views



250
outgoing clicks by
brand cited

FORMATS

REEL - SHOPPING CHEZ

MECHANICAL



The “shopping at” format is a Reel format that we publish on Instagram. We invite ourselves into a store and do our shopping. The opportunity to share the visit in the form of an experience by highlighting favorite products

DISCOVER >

VISIBILITY



15K
views

CASE STUDY

DANTON - ALPINA / ERIC PERON - PARIS MARATHON - THE GLENFIDDICH DISTILLERY - GALERIES LAFAYETTE CHAMPS ÉLYSÉES

THE OPERATION

Presentation of the Danton collection in the A L'ouvrier boutique, rue de de Turenne through the creation of 3 workwear style silhouettes. Production of photos and a video shot on site.

An article was posted 2 weeks later to present these 3 looks and the favorite products spotted in the store.

DISCOVER >

At the same time, the Reel also produced in store, and featuring these 3 silhouettes, was published on our Instagram account

DISCOVER >



CASE STUDY DANTON SHOP PRESENTATION

Danton is an almost century-old brand which was founded in 1931 and supplied workers in central France and town hall and rail employees in Paris from its workshop in Châtres-sur-Cher and its Parisian warehouse. Since 2016, we can find this famous know-how internationally thanks to Japanese distributors who have helped to further develop this brand which has never left our lands. Danton still manufactures in France in its factory in Lude (72).

CASE STUDY

ALPINA / ERIC PERON



THE OPERATION

The video interview was posted in Reel format on our Instagram account and Eric Péron's Instagram account (crosspost)

DISCOVER >

The interview was transcribed and included in an article presenting the two limited edition Alpina watches produced for this round-the-world race.

DISCOVER >

3 days before his departure for the Arkéa Ultim Challenge, we met Eric Peron, ambassador of the Alpina watch brand. The opportunity to do a video interview that we posted on our Instagram account. The interview took place behind the cockpit of the Ultim Adagio, and he was able to answer a few questions regarding his ambition to complete his first solo circumnavigation, the way he manages his time on board, including the complex management of sleep, as well as the physical and mental challenges of being alone at sea.





Two weeks after the race, an article was published on the media to report on it. In it, Joe looks back on his physical, mental and nutritional preparation and talks about his feelings throughout the ordeal. We followed and photographed Joe's entire journey to illustrate it. The post was relayed on the media's Facebook account as well as in Story on Instagram.

DISCOVER >



RESULTS

PARIS MARATHON GOAL WITH THE FITNESS APARTMENT



1 600
seen pages

PARIS MARATHON 2021: REPORT



6 000
seen pages



5min30
average time spent
on page

THE OPERATION

One of our editors went to Scotland for three days to visit and discover the distillery of the famous Glenfiddich spirits house. Our readers followed his stay closely, in particular thanks to the stories created on Instagram. The photos in the article were taken on site. On his return, the editor wrote his travel story, shared his experience and his new knowledge on the subject.

DISCOVER >

RESULTS



30 000
unique views



10 000
people affected



10 000
people affected
naturally



CASE STUDY GLENFIDDICH DISTILERY

Having an interest in spirits, we are used to covering this type of subject in our “Moderate Pleasures” section. In June 2018, one of our editors had the opportunity to travel to Scotland to discover behind the scenes the design of the most prestigious whiskeys from the famous Glenfiddich House. In collaboration with the Scottish distillery, our editor told us the story of his trip. Between discoveries, tastings and meetings, Glenfiddich whiskey now has no secrets for us!



CASE STUDY

GALERIES LAFAYETTE

CHAMPS-ÉLYSÉES

The Galeries Lafayette group defines itself as a “fashion specialist located in the heart of cities”. Created by Théophile Bader and Alphonse Kahn, two Alsatian cousins, the group was founded in 1893 when they decided to open the “Aux Galeries Lafayette” store in Paris, whose name comes from the location where it is located: 1 , rue La Fayette. The success was immediate, and in 1908, a second store opened which brought prestige to the brand today: Les Galeries Lafayette Boulevard Haussmann. In 2021, the Galeries continue to expand by opening a new store (its 57th in France!) on the Champs-Élysées. The Comme un truck team went there to introduce it to its readers.



THE OPERATION

The operation consisted of announcing the opening of this human-sized store, and presenting all the fashions that converge on the different floors, without forgetting the food court.

DISCOVER >

2 days after the publication, a series of photos was posted on Instagram. These photos, taken by us, present the department store from another angle and allowed us to highlight the article and the silhouettes made on site.

DISCOVER >





Finally, 2 weeks later, a week-long competition was offered to our Instagram subscribers to expand their Fall-Winter wardrobe.

DISCOVER >

”



RESULTS

THE LAFAYETTE GALERIES OF THE CHAMPS-ÉLYSÉES OPEN THEIR DOORS TO US!



3 226
seen pages



313
outgoing clicks by
brand cited

INSTAGRAM COMPETITION



1 300
participants



PLANNING EDITORIAL

DANTON - ALPINA / ERIC PERON - PARIS MARATHON - THE GLENFIDDICH DISTILLERY - GALERIES LAFAYETTE CHAMPS ÉLYSÉES

<ul style="list-style-type: none"> • The best shoe brands 	JANUARY
<ul style="list-style-type: none"> • 10 sneaker brands to know 	FEBRUARY
<ul style="list-style-type: none"> • How to clean your sneakers? • 10 sneakers for spring 	APRIL
<ul style="list-style-type: none"> • 10 shoes for spring • What shoes to wear with chinos? • 10 shoes for summer 	MAY
<ul style="list-style-type: none"> • 10 canvas sneakers for men • How to wear sandals? 	JUNE
<ul style="list-style-type: none"> • 10 cool places to buy sneakers • Vegan leather: an ethical and ecological revolution 	JULY
<ul style="list-style-type: none"> • 10 sneakers for back to school 	AUGUST
<ul style="list-style-type: none"> • 10 shoes for back to school • 10 sneakers for fall 	SEPTEMBER
<ul style="list-style-type: none"> • 10 shoes for fall • How to shine your shoes? 	OCTOBER
<ul style="list-style-type: none"> • 10 sneakers for winter • 10 shoes for winter 	NOVEMBER



CHAUSSURES/SNEAKERS

<ul style="list-style-type: none"> • 10 classic watches to know • 10 good brands of inexpensive watches 	JANUARY
<ul style="list-style-type: none"> • 10 rectangular-shaped watches • 10 military watches • 10 Swiss watch brands 	FEBRUARY
<ul style="list-style-type: none"> • How to store your watches? • How to wear a classic watch? 	MARS
<ul style="list-style-type: none"> • What watch for your 30th birthday? • Summary Watches & Wonders 	APRIL
<ul style="list-style-type: none"> • 10 watches for spring • 10 panda watches you should know • 10 Green Dial Watches 	MAY
<ul style="list-style-type: none"> • How to choose a watch for a small wrist • 10 watches for summer 	JUNE
<ul style="list-style-type: none"> • 10 diving watches • 10 automatic watches between €500 and €1000 	JULY
<ul style="list-style-type: none"> • 10 gold watches that shine 	AUGUST
<ul style="list-style-type: none"> • 10 automatic watches between 1000 and 1500€ • 10 black watches 	SEPTEMBER



<ul style="list-style-type: none">• 10 automatic watches between €1500 and €2000• French watch brands• 10 watches with a retro style• 10 automotive watches• 10 automatic watches between €2000 and €5000	OCTOBER
<ul style="list-style-type: none">• How to choose a vintage watch?• 10 good brands of inexpensive watches• How to choose a second-hand watch?• 10 watches to give to a man for Christmas	NOVEMBER
<ul style="list-style-type: none">• How to choose a connected watch?• 10 Favorite Watches Released in 2024	DECEMBER



<ul style="list-style-type: none"> • Men's accessory guide • 10 brands of belts 	JANUARY
<ul style="list-style-type: none"> • 10 tattoo artists Paris • Ring for men: advice, materials and meaning 	FEBRUARY
<ul style="list-style-type: none"> • Where to buy men's jewelry in Paris? • 10 tattoo artists Rennes 	MARS
<ul style="list-style-type: none"> • 10 tattoo artists Lyon • How to choose your glasses? 	APRIL
<ul style="list-style-type: none"> • 10 tattoo artists Nantes • 10 tattoo artists Bordeaux 	MAY
<ul style="list-style-type: none"> • 10 bracelets to wear this summer • The history of the Ray-Ban Wayfarer 	JULY
<ul style="list-style-type: none"> • The best brands of men's underwear • Ecological laundry item 	AUGUST
<ul style="list-style-type: none"> • How to choose socks? 	NOVEMBER



<ul style="list-style-type: none"> • 10 clothes for men made in France • Understanding the price of clothing • Wrinkle-resistant shirts: 5 brands to know • 10 places to have a tailor-made suit made in Paris • How to choose a sweatshirt? / a coat ? 	JANUARY
<ul style="list-style-type: none"> • 10 marques de streetwear / outdoor / workwear • How to wash your raw jeans? / choose ? • Second-hand fashion as a real alternative • How to dress small/tall/fat? 	FEBRUARY
<ul style="list-style-type: none"> • Spring-summer 2024 trends • 10 jackets for spring • 10 sweatshirts for spring • 10 shirts for spring 	MARCH
<ul style="list-style-type: none"> • 10 pants for spring • 10 Basic Looks for Spring • 10 white jeans for men • 10 vegan fashion brands 	APRIL
<ul style="list-style-type: none"> • How to choose a chambray shirt? • 10 polo shirts for summer • 10 t-shirts for summer • 10 swimsuits for summer • How to wear a linen suit? 	MAY



<ul style="list-style-type: none">• 10 pants for summer• 10 Basic Looks for Summer• 10 shorts for summer	JUNE
<ul style="list-style-type: none">• 90s/00s fashion• Men's cap: trends• 10 brands of polo shirts / shirts / chinos• How to store your suitcase?	JULY
<ul style="list-style-type: none">• Fashion from the 90s/2000s• How to match colors?	AUGUST
<ul style="list-style-type: none">• How to dress for an interview ?• 10 white shirts for men• 10 sweatshirts for fall• Fall-Winter 2024 Trend	SEPTEMBER
<ul style="list-style-type: none">• 10 Basic Looks for Fall• 10 pants for fall• 10 sweatshirts for fall• 10 sweaters for fall• 10 jackets for fall	OCTOBER



<ul style="list-style-type: none">• 5 ideas for trendy Fall-Winter looks• 10 down jackets for men• 10 pants for winter• 10 sweaters for winter	NOVEMBER
<ul style="list-style-type: none">• 10 coats for winter• 10 basic looks for winter• 10 brands of parkas	DECEMBER



<ul style="list-style-type: none"> • How to start running? • 10 unmissable boxing gyms in Paris • 10 gyms to know in Paris • How to eat to prepare for a marathon 	JANUARY
<ul style="list-style-type: none"> • Bodybuilding after 40 • How to equip yourself for boxing? / ski ? 	FEBRUARY
<ul style="list-style-type: none"> • The best brands of hiking shoes • 5 CrossFit shoes to know 	MARS
<ul style="list-style-type: none"> • 10 Most Stylish Hiking Shoes • Choosing headphones for sports: complete and comparative guide 	APRIL
<ul style="list-style-type: none"> • 5 most stylish running shoes of the moment • Dressing for a hike: essential clothing and equipment 	MAY
<ul style="list-style-type: none"> • How to choose running glasses? • What is the best exercise to strengthen your glutes? 	JUNE
<ul style="list-style-type: none"> • Running in summer: prepare well to take full advantage of the season • 5 exercises to develop your abs 	JULY



<ul style="list-style-type: none"> • 10 apps for doing sports • How to choose suitable running shoes? 	AUGUST
<ul style="list-style-type: none"> • 10 good reasons to take up sport • 5 muscle strengthening exercises to progress in running • How to dress to go to the gym? 	SEPTEMBER
<ul style="list-style-type: none"> • Circuit training to gain muscle • 5 exercises to develop your biceps 	OCTOBER
<ul style="list-style-type: none"> • How to dress for running in winter? • Circuit training to lose weight 	NOVEMBER
<ul style="list-style-type: none"> • How to dress and equip yourself for running at night? • 10 books to start exercising 	DECEMBER



<ul style="list-style-type: none"> • 10 tips to sleep better • 10 tips to stay young 	JANUARY
<ul style="list-style-type: none"> • Our anti-hangover remedies 	FEBRUARY
<ul style="list-style-type: none"> • How to take care of your tattoos? • How to shave well ? 	MARS
<ul style="list-style-type: none"> • Short men's cut • Hair dye for men: advice and best practices 	APRIL
<ul style="list-style-type: none"> • Which hair wax to buy for which hairstyle? • How to take care of your white hair? • The best barbers in Paris 	MAY
<ul style="list-style-type: none"> • 10 haircut ideas for men • The guide to beard coloring • Which sunscreen to choose? 	JUNE
<ul style="list-style-type: none"> • How to choose your deodorant? • How to shave your head? • How to maintain dry men's hair? 	JULY
<ul style="list-style-type: none"> • Hairstyle trends for men • How to prolong your tan? 	AUGUST



<ul style="list-style-type: none">• 10 hairstyle ideas for afro hair• How to take care of your hair	SEPTEMBER
<ul style="list-style-type: none">• What foods should you choose to have beautiful hair?• How to choose an electric shaver?• How to choose a trimmer for shaving your head?	OCTOBER
<ul style="list-style-type: none">• How to color your beard?• How to choose a beard brush or comb?• How to choose a shampoo for men?	NOVEMBER
<ul style="list-style-type: none">• Detox treatment for men	DECEMBER



CHESTNUT

<ul style="list-style-type: none"> • The big sales file (winter) • 10 tips for giving lingerie to a woman 	JANUARY
<ul style="list-style-type: none"> • What flowers to choose for Valentine's Day? • 10 children's fashion brands 	FEBRUARY
<ul style="list-style-type: none"> • Father's day • The big sales file (summer) 	JUNE
<ul style="list-style-type: none"> • Truckers' Christmas list • 10 gift ideas for her • 10 gift ideas for him • Our Christmas selection at... 	DECEMBER

CONTACTS

Would you like a coffee to discuss collaboration?



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