

COMME UN CAMION

Menswear specialists

MEDIA KIT 2026

FRANCE'S LEADING MENSWEAR MEDIA

FASHION · WATCHES · GROOMING · FRAGRANCE

WWW.COMMEUNCAMION.COM

SINCE 2004

SOMMAIRE

COMME UN CAMION

01 ABOUT US — Who we are, what we cover

02 AUDIENCE — Website, newsletter, social media

03 CHANNEL MIX — Three channels, two audiences

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Looking sharp

COMME UN CAMION !

A French expression that says it all. It is how we see fashion: sharp, distinctive outfits that still belong in any man's wardrobe.

We started out to answer one question: "Great show at Gaultier, love Dior, but what do the rest of us wear tomorrow?"

We write about fashion plainly, without jargon, in a friendly and accessible tone, convinced you can take fashion seriously **without ever taking yourself too seriously**.

Appearing on Comme un camion means joining a demanding editorial environment, alongside brands valued for their quality, their responsibility and their character.

FASHION
Ready-to-wear and footwear

WATCHES
Watches and jewellery

GROOMING
Skincare, shaving, hair

FRAGRANCE
New releases and classics

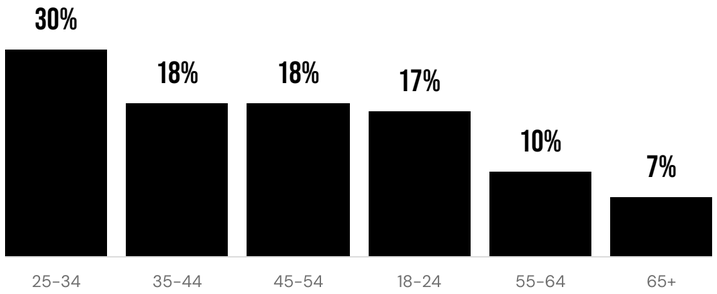


Monthly figures for the

THE WEBSITE

350 K	650 K	1 M	2
UNIQUE VISITORS	SESSIONS	PAGE VIEWS	PAGES PER SESSION

AGE BREAKDOWN



TOP CITIES

Paris	261 K
Lyon	44 K
Bordeaux	26 K
Marseille	25 K
Grenoble	24 K
Toulouse	18 K

GENDER & DEVICE

BY GENDER



BY DEVICE



Source: Google Analytics 4, 1 January to 30 August 2026. Cities shown as cumulative active users.

France: 1 M users. Belgium, Switzerland, Canada and Germany lead internationally.

Every Sunday at 5pm

NEWSLETTER

All the week's menswear news, sent to an opt-in and highly engaged subscriber base.

35 K	50%	20%
SUBSCRIBERS	OPEN RATE	CLICK RATE

A community of

344 K FOLLOWERS

PINTEREST	160 K
INSTAGRAM	80 K
FACEBOOK	65 K
X (TWITTER)	17 K
TIKTOK	12 K
YOUTUBE	10 K

Total across six accounts. A reader may follow several platforms: this figure is not a deduplicated audience.

Three channels,

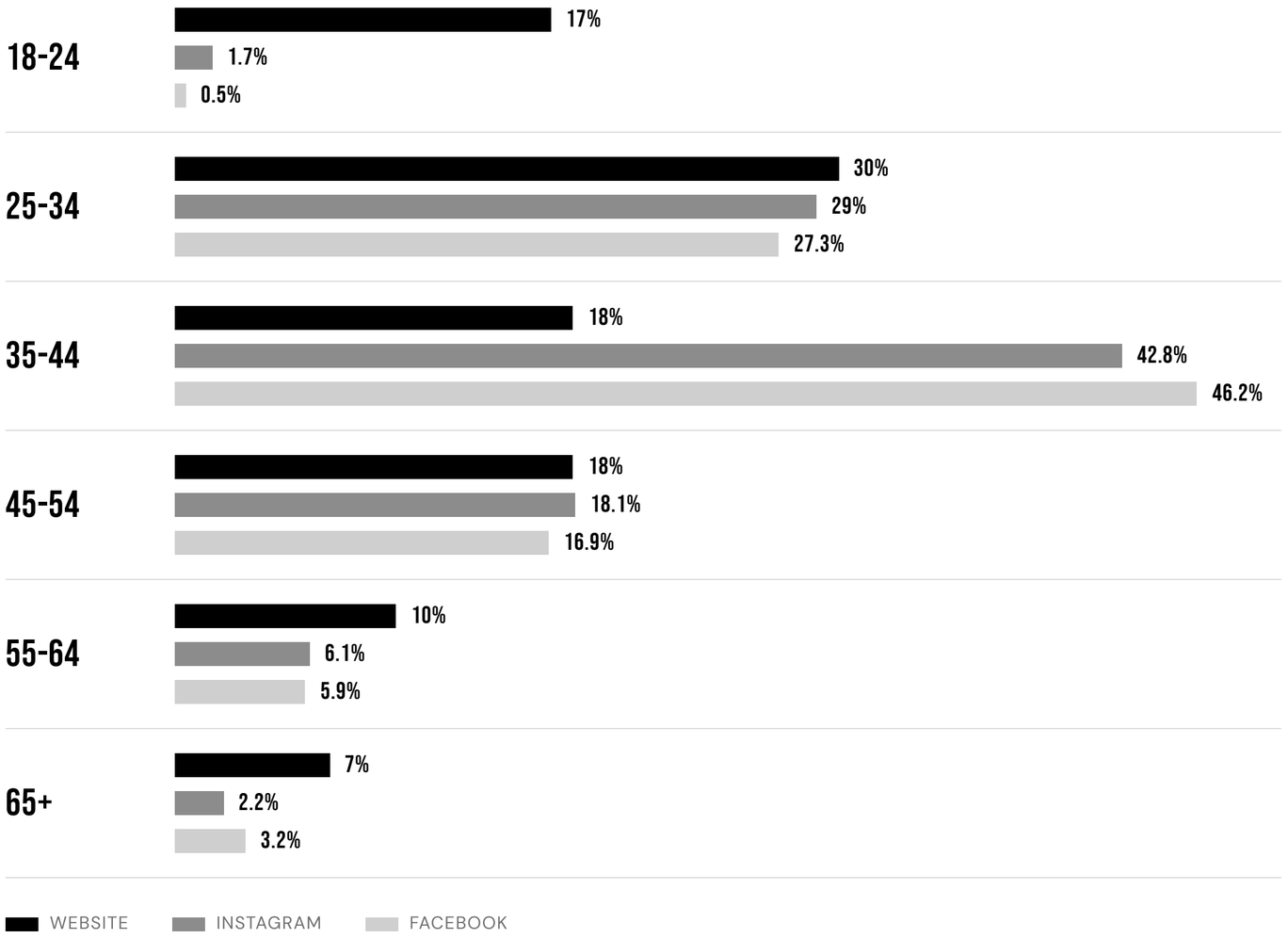
TWO AUDIENCES

The website and social media do not reach the same age groups. That is precisely the point: activated together, they cover the full spectrum of an adult male audience.

Instagram is **82.2% male**, against 60.8% on the website. Comme un camion has always had a sizeable female readership: women looking for advice on dressing their partner, their father or their brother.

> *The website captures the under-35s, or 47% of its audience. Instagram and Facebook capture the 35-54s, or 61 and 63% of theirs. The two levers do not cannibalise each other: they add up.*

AGE BREAKDOWN BY CHANNEL



Website: Google Analytics 4, January-August 2026. Instagram and Facebook: Meta statistics, August 2026. Instagram also counts 0.1% aged 13-17, not shown here.

Nine formats

EDITORIAL & VIDEO

PRODUCT REVIEW

83% of French consumers research online before buying. Give your brand credibility through an...

5 K UNIQUE VIEWS

SHOPPING GUIDE

Every week, a product selection built around a seasonal theme: back-to-school shoes, autumn...

15 K UNIQUE VIEWS

3 WAYS TO WEAR IT

Before buying a piece, people want to know how to wear it. This format shows how one garment...

5 K UNIQUE VIEWS

STYLE ADVICE

Simple, accessible recommendations illustrated with concrete examples, answering a specific...

10 K UNIQUE VIEWS

NEWS

The news format covers your fashion announcements: capsule collections, collaborations,...

3.5 K UNIQUE VIEWS

TREND REPORT

Each season, our art director reveals the major trends ahead and where they come...

20 K UNIQUE VIEWS

FIELD REPORT

Our team comes to you (workshop, store, pop-up) to discover and tell the story behind your...

PHOTO ON-SITE REPORTAGE

RÉEL

One shoot, adapted into an Instagram Reel, a TikTok and a YouTube Short, then extended by a web...

20 K VUES

GROOM'S GUIDE

The Groom's Guide is a digital book helping grooms-to-be choose their outfit: suit, shoes,...

5 K DOWNLOADS PER YEAR

Every format can be adapted to video (YouTube, Instagram Reel, TikTok). Formats can be bundled to amplify the reach of a campaign.

Build credibility with a

PRODUCT REVIEW

83% of French consumers research online before buying. Give your brand credibility through an independent verdict.

We genuinely test clothing, watches, grooming products and accessories, and illustrate every article with our own photography to prove it.

For our readers, it answers the two questions everyone asks: how does it fit, and how do you wear it?

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- 1 web article illustrated with our own photo shoot
- 1 Instagram post from our own photo shoot
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter
- Homepage placement, then live indefinitely
- Can be adapted to an Instagram Reel and a YouTube video

REACH

5 K
UNIQUE VIEWS

500
OUTBOUND CLICKS PER BRAND FEATURED



The essentials live in our

SHOPPING GUIDE

Every week, a product selection built around a seasonal theme: back-to-school shoes, autumn coats, Christmas gift ideas, shirts in the sales.

These guides answer the most common searches men make online. Updated every year, they hold their search ranking over time.

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- 1 web article
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter
- Homepage placement, then live for one year
- Can be adapted to an Instagram Reel and a YouTube video

REACH

15 K
UNIQUE VIEWS

250
OUTBOUND CLICKS PER BRAND FEATURED



Help your customer picture it

3 WAYS TO WEAR IT

Before buying a piece, people want to know how to wear it. This format shows how one garment works across different styles and occasions.

Every article is illustrated with our own photography, styled in keeping with both the title and the brand. The reader can picture it, and buys more readily.

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- 1 web article illustrated with our own photo shoot
- 1 Instagram post from our own photo shoot
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter
- Homepage placement, then live indefinitely

REACH

5 K
UNIQUE VIEWS

500
OUTBOUND CLICKS PER BRAND FEATURED



Be the brand behind our

STYLE ADVICE

Simple, accessible recommendations illustrated with concrete examples, answering a specific style question: outfits, body shape, colour, season.

To give a complete answer we illustrate our advice with product references. Your brand becomes the natural solution to the reader's need.

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- 1 web article
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter
- Homepage placement, then live indefinitely

REACH

10 K
UNIQUE VIEWS

250
OUTBOUND CLICKS PER BRAND FEATURED



Announce your

NEWS

The news format covers your fashion announcements: capsule collections, collaborations, crowdfunding campaigns, events.

It is particularly suited to launching a collection at the start of a season. Unless agreed otherwise, the article uses your own imagery.

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- 1 web article
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter
- Homepage placement, then live indefinitely

REACH

3.5 K
UNIQUE VIEWS

500
OUTBOUND CLICKS PER BRAND FEATURED



Be part of the

TREND REPORT

Each season, our art director reveals the major trends ahead and where they come from.

Every trend is illustrated with a styling suggestion so readers can adopt it day to day. It is one of the most-read features of the season.

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- 1 web article
- 1 Instagram Reel
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter
- Homepage placement, then live indefinitely

REACH

20 K
UNIQUE VIEWS

250
OUTBOUND CLICKS PER BRAND FEATURED



Go behind the scenes with a

FIELD REPORT

NEW

Our team comes to you (workshop, store, pop-up) to discover and tell the story behind your craft.

An immersive format that places the brand on the ground of making and materials, where product copy alone falls short.

WHAT THE FORMAT INCLUDES

- 1 web article illustrated with our reportage photography
- 1 YouTube video (long form)
- 1 Instagram Reel (short form)
- Instagram story coverage
- Shared on X and Facebook
- Featured in the weekly newsletter

REACH

PHOTO

ON-SITE REPORTAGE

VIDÉO

LONG AND SHORT FORM

SEE THE EXAMPLE →



One feature, several communities

RÉEL

NEW

One shoot, adapted into an Instagram Reel, a TikTok and a YouTube Short, then extended by a web article that gives it a long life.

Each platform reaches a different community: social brings volume and immediacy, the article brings search visibility and the outbound click.

WHAT THE FORMAT INCLUDES

- 1 shoot, 4 channels
- 1 Instagram Reel
- 1 TikTok video
- 1 YouTube Short
- 1 accompanying web article
- Instagram story and newsletter coverage

REACH

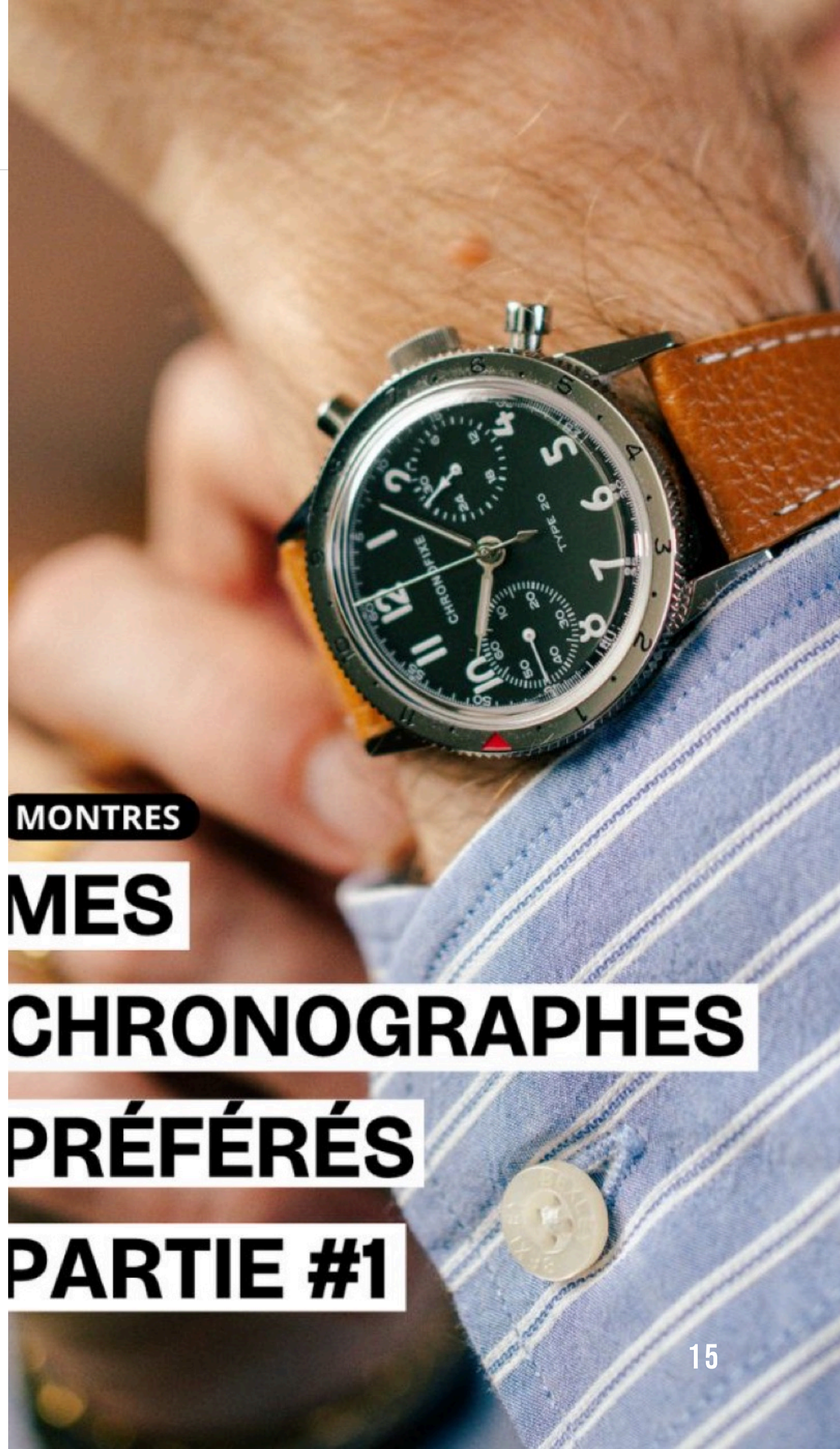
100 K

AVERAGE COMBINED VIEWS

CASE STUDY: MY FAVOURITE CHRONOGRAPHS 2026

Instagram	88 K
TikTok	28 K
Web article	21 K
YouTube Shorts	10 K
Total	**147 K**

SEE THE FEATURE →



A formalwear collection? Consider the

GROOM'S GUIDE

The Groom's Guide is a digital book helping grooms-to-be choose their outfit: suit, shoes, accessories, grooming.

Advertising in it lets formalwear brands reach a qualified, engaged audience actively looking to buy.

Categories: bespoke suits, ready-to-wear suits, shirts, shoes, accessories, wedding rings.

SEE THE ARTICLES →

WHAT THE FORMAT INCLUDES

- A full-page or half-page advertisement
- Placement in the category matching your brand
- 63 web articles linking to the guide download

REACH

5 K
DOWNLOADS PER YEAR

63
ARTICLES LINKING TO THE GUIDE



Brands that

TRUST US

MODE

AMERICAN VINTAGE · ARTLING · BARBOUR · BLEU DE CHAUFFE · FAGUO · FLOTTE · HAST · MONTLIMART · OCTOBRE EDITIONS · PYRENEX · SAMSON · SUITSUPPLY

WATCHES & JEWELLERY

BRISTON · BUCHERER · CHARLIE PARIS · HAMILTON · LEPAGE · LIP · MIDO · NEOTYPE · NIVADA GRENCHEN · OCARAT · ORIS · SEIKO · SERICA · YEMA · ZEINA

FOOTWEAR & ACCESSORIES

BEXLEY · BOCAGE · CROCKETT & JONES · FINSBURY · LE FORMIER · MAISON HARDRIGE · RUDYS · TBS · VELASCA

GROOMING & LIFESTYLE

AERTH · AUBADE · BROOKS · HORACE · L'EXCEPTION · MAISON CRIVELLI · NUTRIPURE · PRINTEMPS HAUSSMANN

Non-exhaustive list.

A coffee to talk about a

COLLABORATION ?

SERGE MASSIGNAN

DIRECTOR & FOUNDER

serge@commeuncamion.com

06 62 33 09 02

@serge_massignan

MAXENCE BONNAUD

HEAD OF PERFORMANCE

max@commeuncamion.com

06 47 59 06 89

@maxcommeuncamion

THE TEAM



SERGE

Director & founder



MAXENCE

Head of performance



THOMAS

Fashion editor



HUGO

Fashion editor



CAROLE

Watch editor



SOPHIE

Fragrance editor



LAETITIA

Head of production



MICKAEL

Photographer & videographer



EMELINE

Photographe

