



A French website about the fashion men world

MARKET POSITION:

Comme un camion.com is part of MenInvest Group which is a leading group to reach up-market men from 25 to 49 years old. 67% of French men no longer regard typical female topics like fashion as taboo. Men wish to be individualised and choose for themselves. MenInvest proposes 6 specially designed offers at 80% of men with 7.5 million of Unique Visitors and 80 million pages viewed. The 6 packs are culture and entertainment, lifestyle, cars, sport, news/finance and high tech mobility.

	Comme un camion.com
Unique Visitors (per month)	250 000
Impressions (per month)	600 000
Time spend per UV (per month)	10.40

Source: Publisher figures May 2012

WEBSITE PROFILE:

Comme un camion.com was launched in 2004 and was one of the first French websites to deal with fashion for men. Now it also deals with health and seduction advice. It targets men interested in affordable fashion clothes. Note that an English version of the website does exist and is called French truckers. Comme un camion.com has 4 sections (fashion, beauty and health, seduction, shopping guide) and provides advice for each of them.

ADVERTISING RATES 2017:

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TECHNICAL SPECIFICATIONS:

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